

LIFE

IRAN

A LOOK INSIDE NATION
WHOSE OIL FEEDS FIRE
OF NEW WORLD CRISIS



IRAN'S ROYAL CROWN

20 CENTS

JUNE 18, 1951

CIRCULATION OVER
5,200,000

Color Magic—with Cannon!



1. Pink and green make a gala team—with big fleecy Cannons to put you in fiesta mood! Hang the towels on bamboo poles with bright tassels. Same happy colors band the woven-straw hamper!

2. Tropic theme continues—carried right to your window, curtained in bamboo! Beneath—shelves you can make yourself, stacked high with handsome Cannons, all thirsty-finished with "Beauti-Fluff"!



3. Complete the scheme with a tassel-skirted dressing table, topped by a tin tray from south-of-the-border. A bevy of Cannon fingertip terries touch-off your towel ensemble! Prices? Easy! All the Cannons you want—in 18 magic colors—at any price you want to pay—

from as low as —
39¢ to \$2⁹⁵

absorb more—wear longer—cost less!



How Sparkling
can you be?

What makes her teeth
so Sparkling bright?... The answer
is **IPANA!**

The answer is **IPANA**

for cleaner, healthier teeth!

Your charm is magnetic when your smile truly sparkles! And that's what happens when you use Ipana. It gets teeth cleaner, reveals the hidden sparkle of your smile—

and helps prevent tooth decay. You'll love Ipana's sparkling taste and tingle, too—leaves your mouth fresher, breath sweeter. Get Ipana today for your Smile of Beauty!

What makes her mouth
so Sparkling fresh?... The answer
is **IPANA!**



For really cleansing
teeth and mouth, the answer
is **IPANA!**



She's always
swamped with dates!..

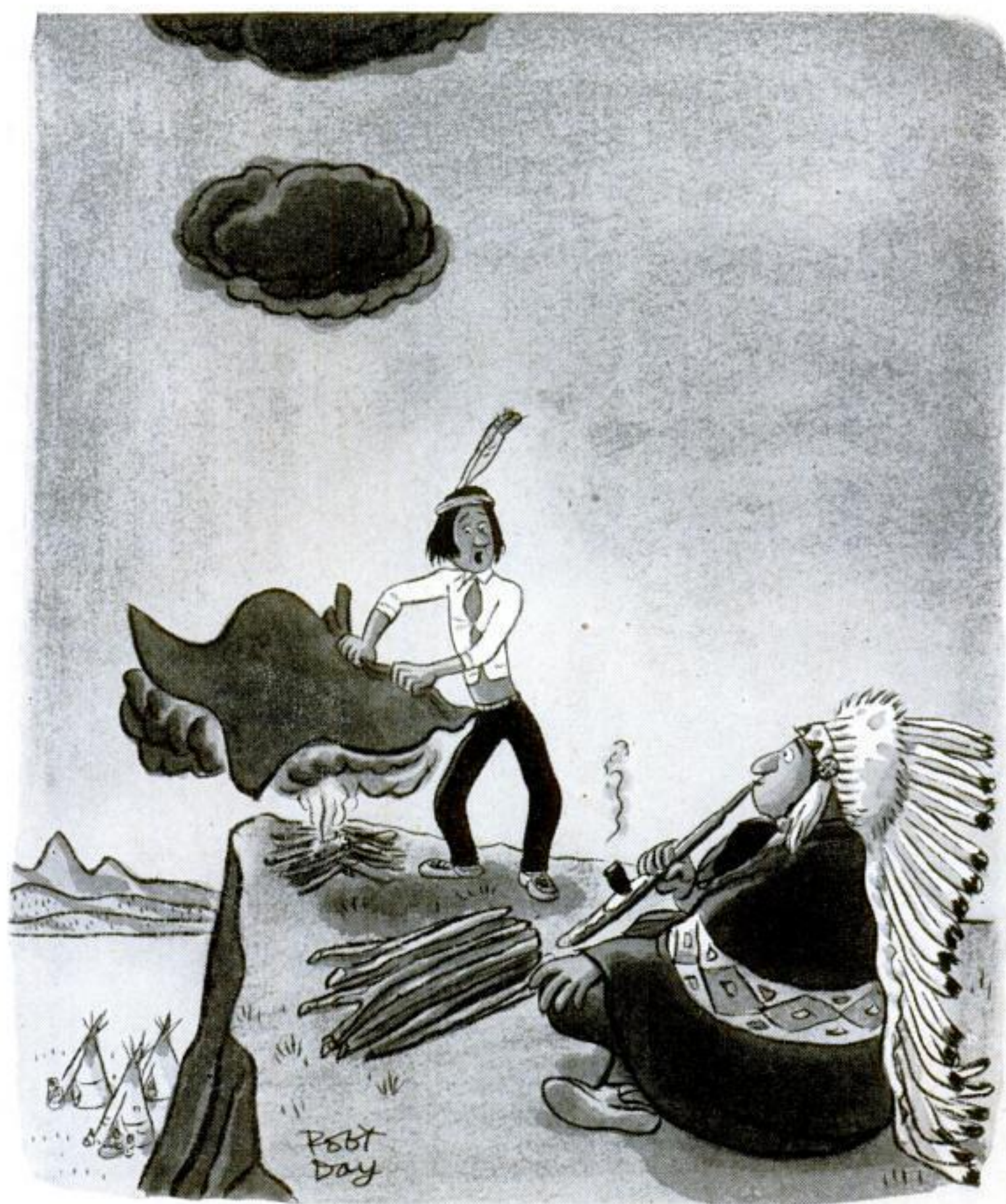
The answer
is **IPANA!**



Remember—to reduce tooth
decay—no other tooth paste
(ammoniated or regular)
has been proved more
effective than Ipana!

This One





"Need new shirt. How you spell 'Sanforized'?"



"Don't worry, after a couple of washings they'll fit like a glove!"



"Eureka! Wait 'til I tell my Senator—a 'Sanforized' dollar bill!"

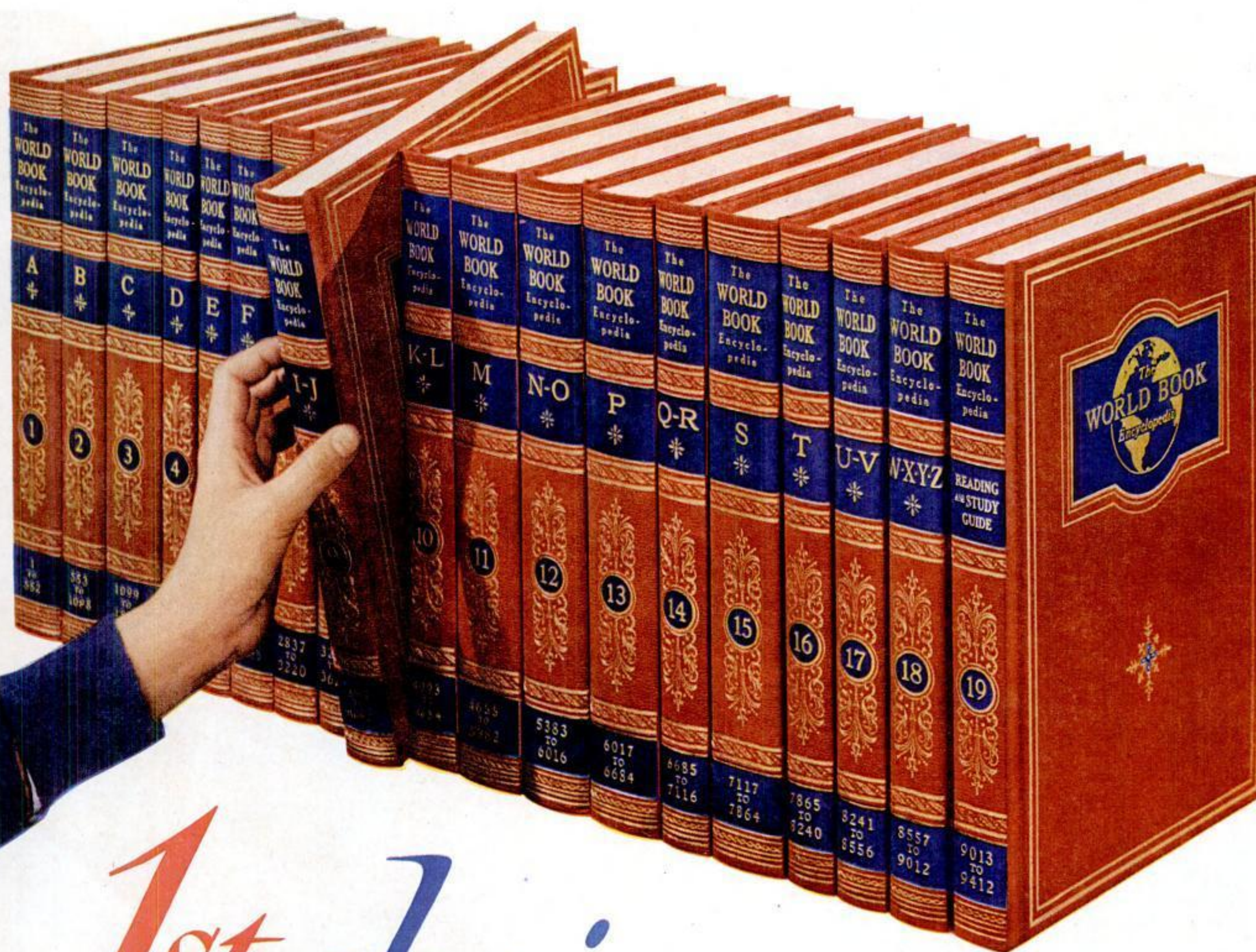


Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



Help your child win success with the new

World Book Encyclopedia



1st choice

of America's schools
and libraries

for more than 30 years. Ask any teacher or librarian.

The extra advantages your child gets at home can mean the difference between success and failure in school and, later, in life. One proved way to give your child these vital advantages is by owning the remarkable new World Book Encyclopedia.

Not only is the World Book first choice of America's schools and libraries—it is praised by many thousands of parents, too. In fact, 9 out of 10 parents report that it has helped

their children get better school marks in an amazingly short time.

Act now to discover the wonderful difference that owning the fascinating, easy to use World Book can make in your child's life. Find out, too, how it can bring you new happiness... help you become the best informed person in your community. Your whole family will enjoy World Book and gain benefits from it that can't be measured in money.

FREE BOOKLET!

Write today for your copy of valuable FREE booklet, "How to Help Your Child Win Success." Address: Mr. George M. Hayes, Dept. 146, World Book, P. O. Box 5968, Chicago 80, Illinois.

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WORLD BOOK ENCYCLOPEDIA

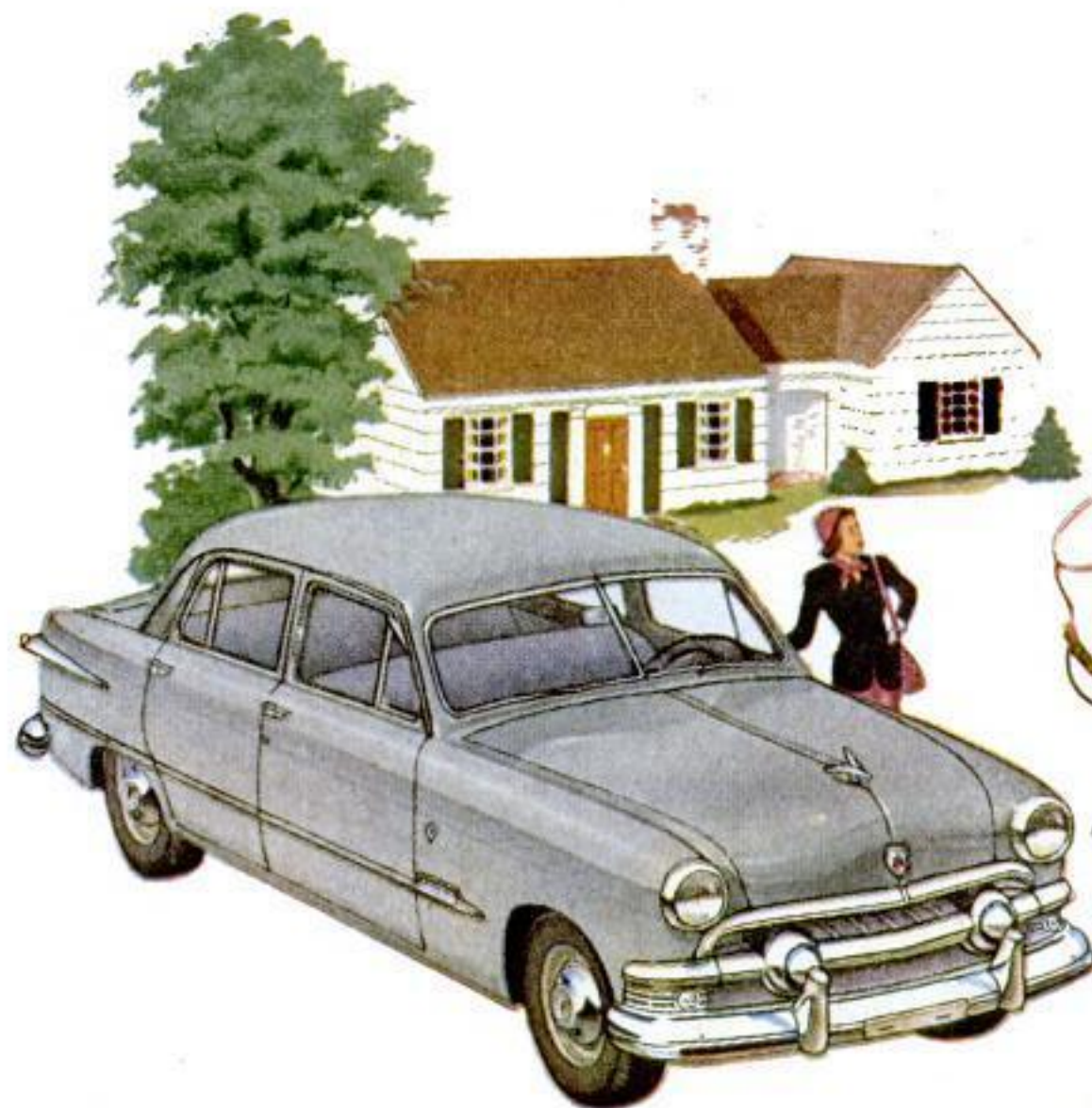
Published by Field Enterprises, Inc.
Educational Division, 35 E. Wacker Drive, Chicago

For the years ahead

FORD has it!



This is the Ford Tudor—America's favorite family car! That Luxury Lifeguard Body is all heavy-gauge steel. Six people can travel in comfort and style because it has more hip and shoulder room than any other car in Ford's price class.



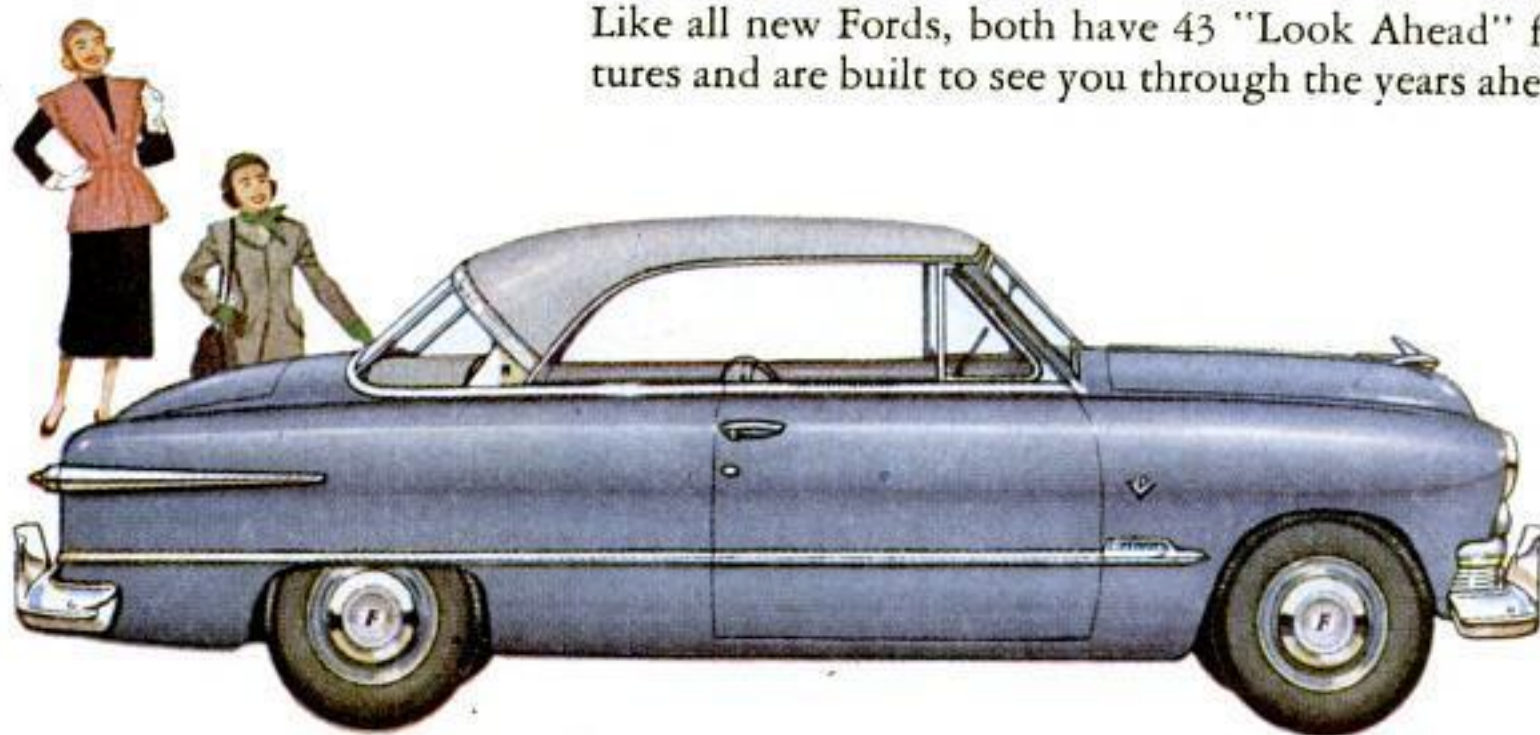
This is the Ford Forder—admired throughout the land for its all-around usefulness. You could pay a whale of a lot more money and still not get a choice of engines like Ford's famous 100-h.p. V-8 or 95-h.p. Six. What's more, you can have Conventional Drive, Overdrive or brilliant new Fordomatic Drive.



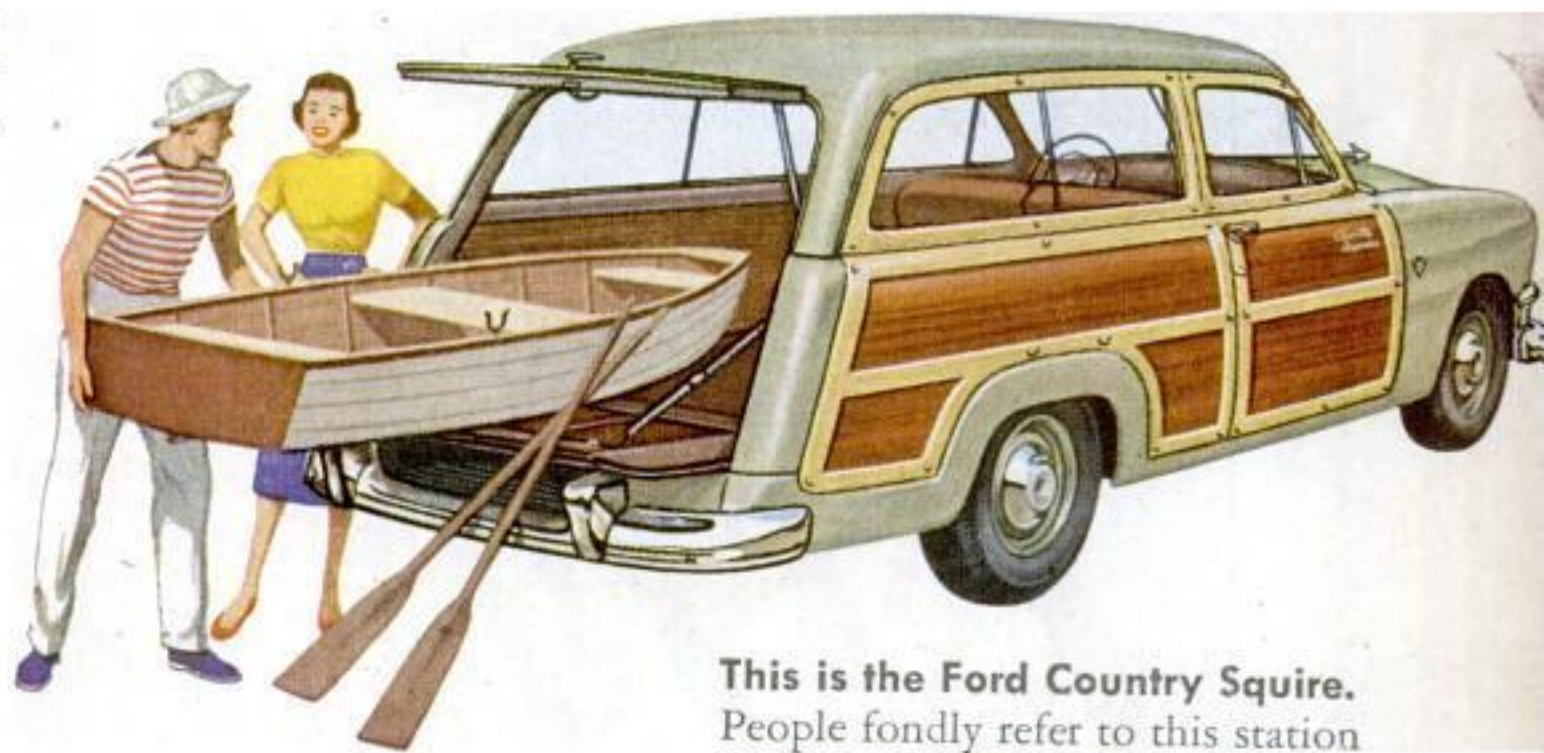
This is the Ford Convertible—a car you can make a roadster or a coupe just by operating the automatic top-control switch. On sunny days and balmy evenings youngsters and oldsters alike thrill to its top-down "wind in the face" exhilaration . . . but when the weather frowns, it quickly transforms to snug, closed-car coziness at the touch of a button.



This is the Ford Club Coupe—"fashion styled" in every detail and there's a "working" version of it in the Ford Business Coupe. Like all new Fords, both have 43 "Look Ahead" features and are built to see you through the years ahead.



This is the Ford Victoria—the car that gives you the smart styling of a convertible with the snugness of a sedan. It's the belle of the boulevard . . . built especially for those with a yen for distinctive design.



This is the Ford Country Squire. People fondly refer to this station wagon as a "Double Duty Dandy" because it's pretty enough to drive to a ball and roomy enough to haul a sofa or a grove of infant pine trees.

*You can pay more
but you can't buy better
than the*

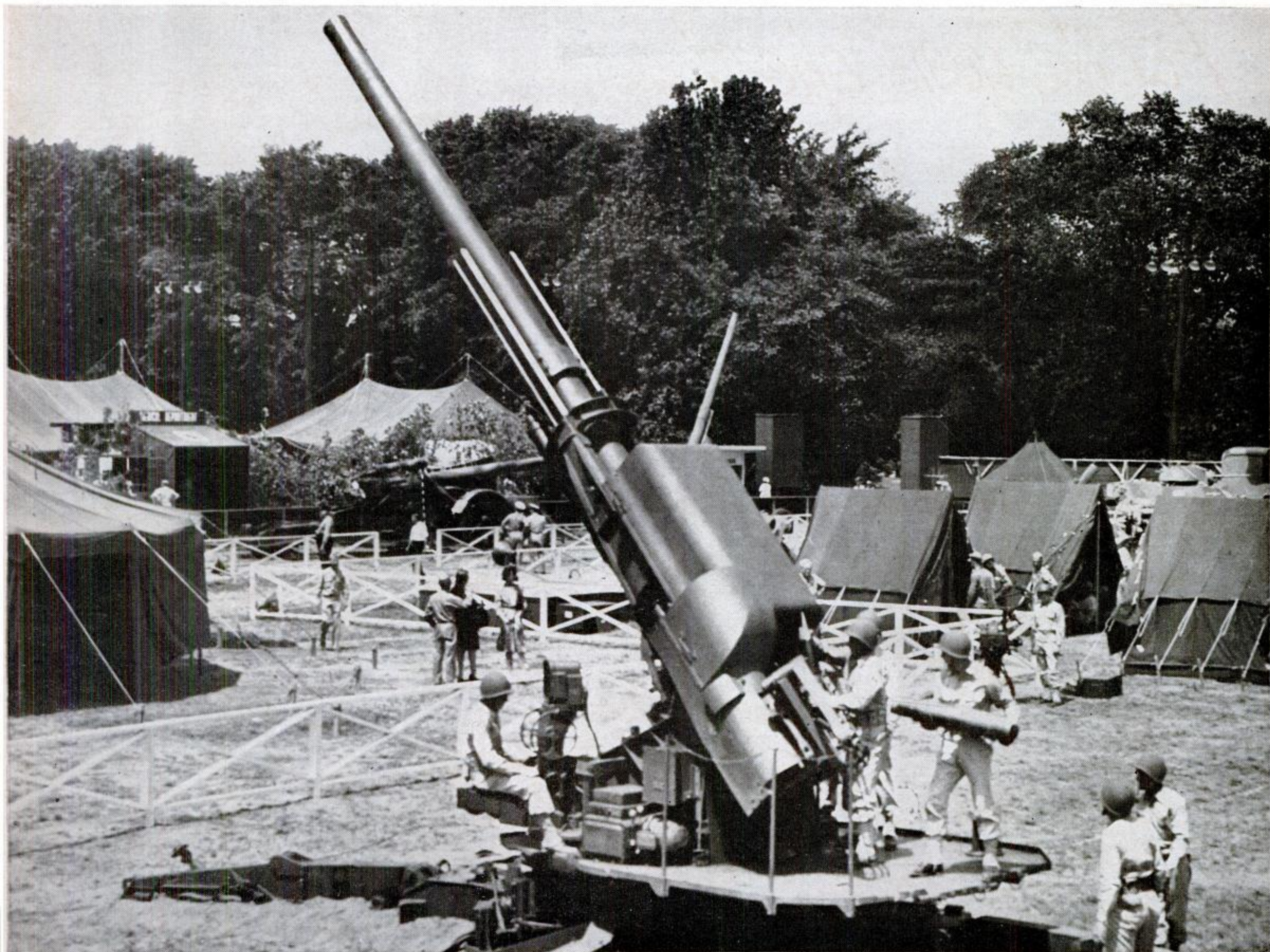
FORD

See "Ford Festival" starring James Melton on NBC-TV



Every Ford is fashion-designed in a wide variety of exterior colors, with a choice of interior trims color-keyed to achieve an eye-stopping ensemble. And it is built to stay beautiful for the years ahead because the quality is there—in every feature and in every part! "Test Drive" it at your Ford Dealer's now!

Overdrive and Fordomatic Drive optional at extra cost. Fordomatic Drive available with V-8 only. Equipment, accessories and trim subject to change without notice.



New Gun Director Is Good News for the Country

BELL TELEPHONE LABORATORIES' NEW "ELECTRICAL THINKING MACHINE" AIMS ANTI-AIRCRAFT GUNS LIKE THIS ONE. *It's even more effective than the Bell Laboratories' famous Electrical Gun Director that proved such a factor in the last war. . . . The radar equipment locates hostile planes, day or night, and feeds continuous information concerning their location into a computer or "electrical thinking machine." . . . At the same time, data relating to wind velocity, velocity of the shells, temperatures, etc., are given to the computer. The machine then calculates where a shell should explode and aims the guns, continuously and automatically, to bring the planes down.*

Call to Arms. Once again the research and manufacturing of the Bell System are mighty weapons in the defense of the country.

More than twelve hundred projects for the armed forces were completed in the last war. Many new assignments are now being rushed to completion. This new Fire Control System is already in production.

Skilled Teams at Work. The Bell System's ability to serve the armed forces comes not only from its unique qualifications in the field of electronics, but from the way it is set up and equipped to do the job.

The Bell Telephone Laboratories, who do the research and development, work hand-in-hand with the Western Electric

Company, the Bell System's own manufacturing unit.

Service and Security. For many years this close, efficient association of research, development, and manufacture has helped to give this country the best telephone service in the world. It is now helping to give the nation the world's best fighting weapons.



BELL TELEPHONE SYSTEM

This Emblem on Your Engine Means

**4
CYCLE
PRECISION BUILT
ALL PURPOSE**

CLINTON

**AIR COOLED
ENGINE**

**THE CLINTON
MACHINE CO.**

CLINTON
MICH.
U.S.A.

**THAT YOU HAVE THE WORLD'S
QUICKEST-STARTING MOST RELIABLE
SMALL GASOLINE ENGINE**



Look for the Clinton Emblem
When you Buy Your Lawn-
mower, Garden Tractor or
Other Power Equipment.



You'll Find **CLINTON ENGINES** on Hundreds
of the Leading Brands of Power Lawnmowers and Garden Tractors

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CLEAN CUT JR.	ROTO-TRIM	HOMKO	DAVIS '50-50'	MOWMASTER	YAZOO	EXCELLO	BREADY	POWER HO
WARDS MASTER	BROOKS	RIDE-A-MOWER	ADMIRAL	FARM EASY	MIGHTY MAN	MANCO	T & H	MOZ-ALL
UNIVERSAL TILLER	ROTO-MOWER	PRONTO	ROGERS	RED-E	WARDS HOE-TRAC	M-E	LITTLE GIANT	AUTOMOW
SPINAWAY	KING-O-LAWN	WINDOLPH	CARL	ROTOMATIC	MAYLON	KULTI-MOWER	MURRY	MICHAELS
HAUGHTON	GIZ-MOW	MAPLE LEAF	SENSATION	HURRICANE	FULTON	EAGLESFIELD	UNIVERSAL	WHIRL CUT
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DETROIT, MICHIGAN**

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CLINTON, MICHIGAN

**MAQUOKETA DIVISION
MAQUOKETA, IOWA**

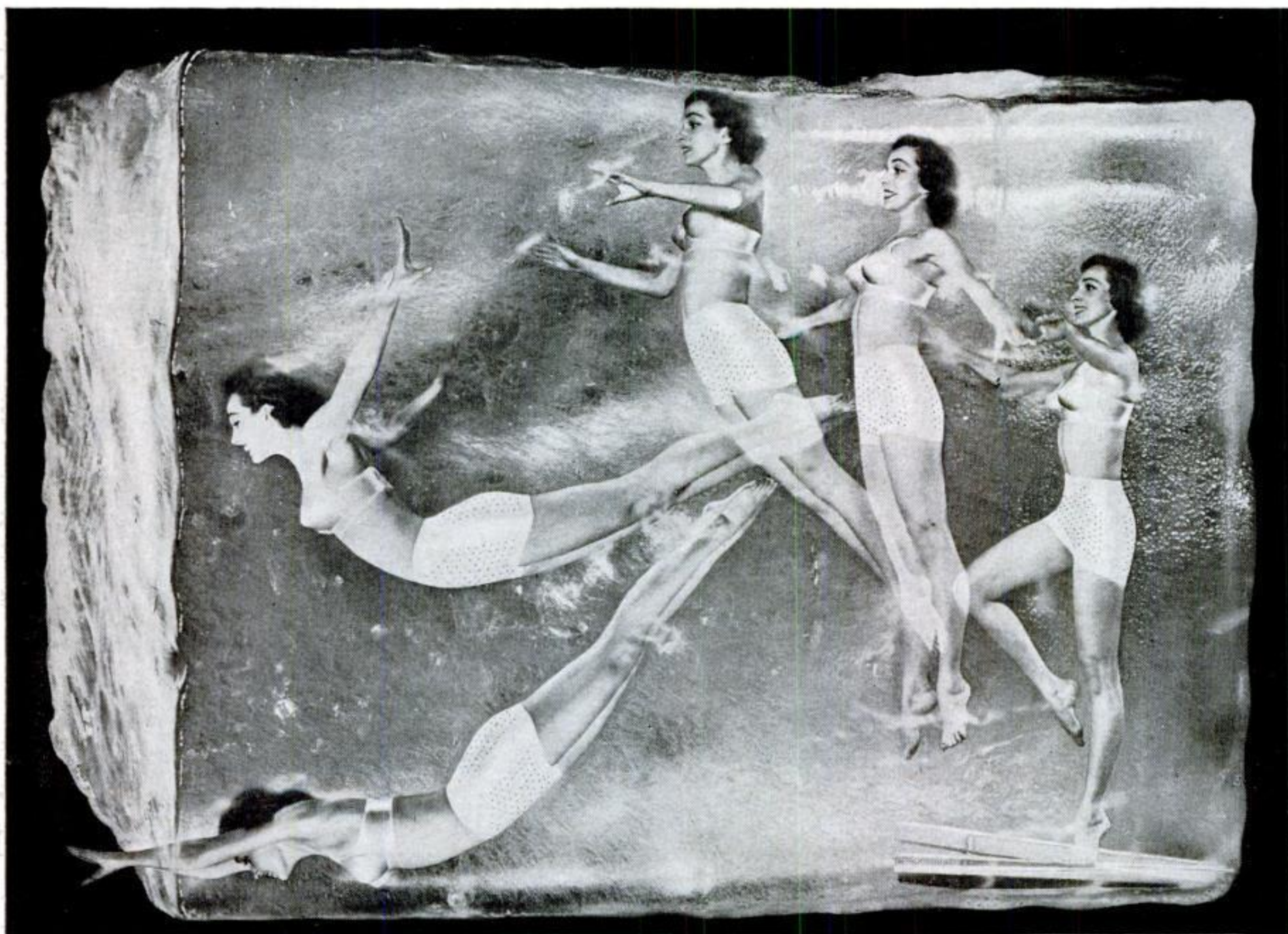
MANUFACTURERS OF GASOLINE ENGINES, HYDRAULIC EQUIPMENT, METAL DISINTEGRATORS AND COMPONENT PARTS

CLINTON ENGINES

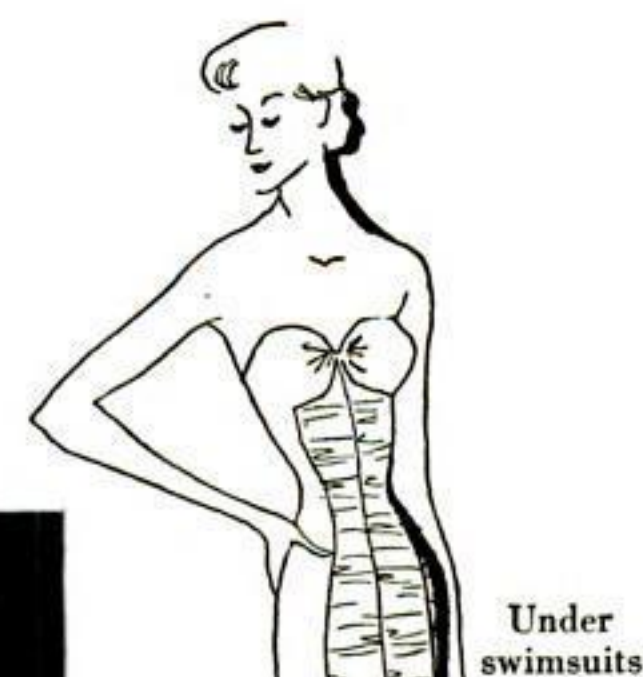
Take the **SIMMER** out of **SUMMER**

To look better in all your summer clothes,
top designers recommend

INVISIBLE **PLAYTEX® PINK-ICE**



Even as it slims you with an all-way action stretch, Pink-Ice is light as a snowflake, fresh as a daisy! For it's made by a new latex process that actually dispels body heat—takes the simmer out of summer! To keep daisy-fresh all day long, rinse Pink-Ice dainty in seconds, pat it dry with a towel before each change.



Under
swimsuits



Under shorts
and slacks



Under
revealing sheers



Under sleekest
evening dresses

Choose from the 3 most popular girdles in the world

PLAYTEX PINK-ICE GIRDLE

So light, so cool, made by a revolutionary new latex process that actually dispels body heat. In SLIM, shimmering pink tube **\$4.95** and **\$5.95**

PLAYTEX FAB-LINED GIRDLE

With fabric next to your skin, giving cloud-soft comfort and slimness you'd never believe possible. In SLIM, golden tube . . **\$5.95** and **\$6.95**

PLAYTEX LIVING® GIRDLE

More figure control with greater freedom of action than girdles costing over three times as much. In SLIM, silvery tube . . **\$3.95** and **\$4.95**

At department stores and better specialty shops everywhere

Sizes: extra small, small, medium, large.

Extra large size slightly higher.

Prices slightly higher in Canada and Foreign Countries



TV

DAYTIME HIT! FASHION MAGIC! Popular stars and famous fashion designers, CBS-TV Nationwide Network. See local papers for time and channel.

INTERNATIONAL LATEX CORP'N. Playtex Park ©1951 Dover Del. **PLAYTEX LTD.** Montreal, Canada



TONI OWEN, renowned for separates: "The basic lines are slim, trim and moulded. It takes a wonderful girdle to give you this figure, but **PLAYTEX** does it."



MOLLIE PARNIS, talented originator: "When you wear a slack suit, play suit or swimsuit, you need a slender silhouette. You achieve it with a **PLAYTEX**."

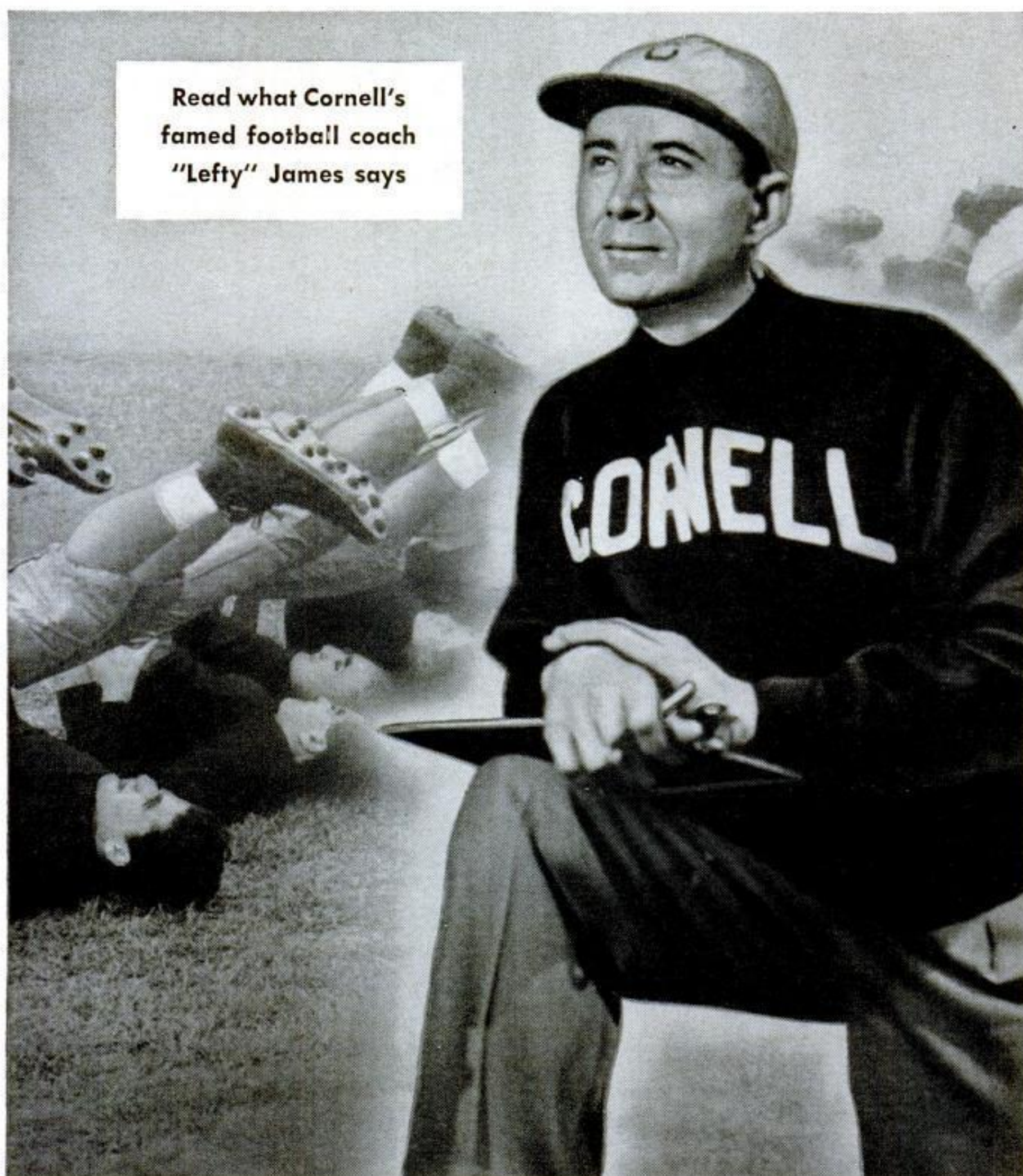


OLEG CASSINI of Hollywood: "Slim dresses require you to be slender from the waist to thighs. **PLAYTEX** does that for you and it's comfortable, too!"



ROGER BARBAS, of Jean Patou: "**PLAYTEX** is the one girdle that gives a woman the slender, supple silhouette that is so necessary this year."

PROOFS OF NEW TRIUMPHS OVER AMERICA'S NUMBER ONE SKIN DISEASE

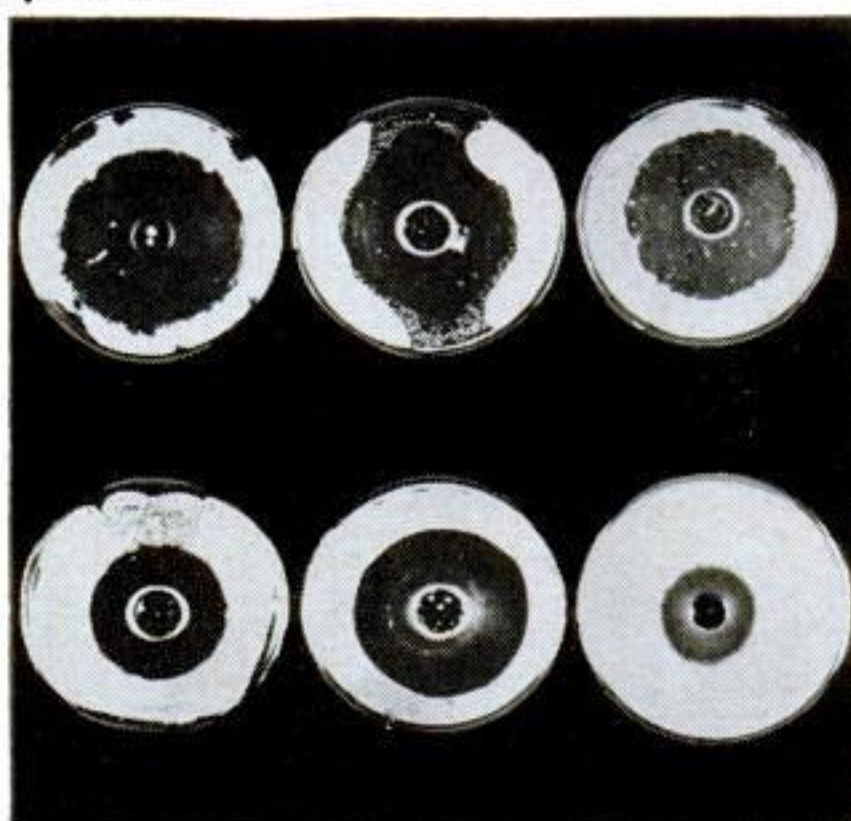


Read what Cornell's famed football coach "Lefty" James says

ATHLETIC COACHES ENDORSE NP-27. Athletic coaches and trainers *must* keep the feet of their players in *best* condition. "Lefty" James, Cornell's great coach, says, "I use NP-27 because I find it is most successful as a preventive and remedy for Athlete's Foot." Similar statements have been made by other noted coaches and trainers, including Carl Snively, of North Carolina; Henry Frnka, of Tulane; "Rollie" Bevan, Army's great trainer; Jack Rourke, Colgate trainer; Hugh Burns, head trainer at Notre Dame. Take their advice; use NP-27 yourself.



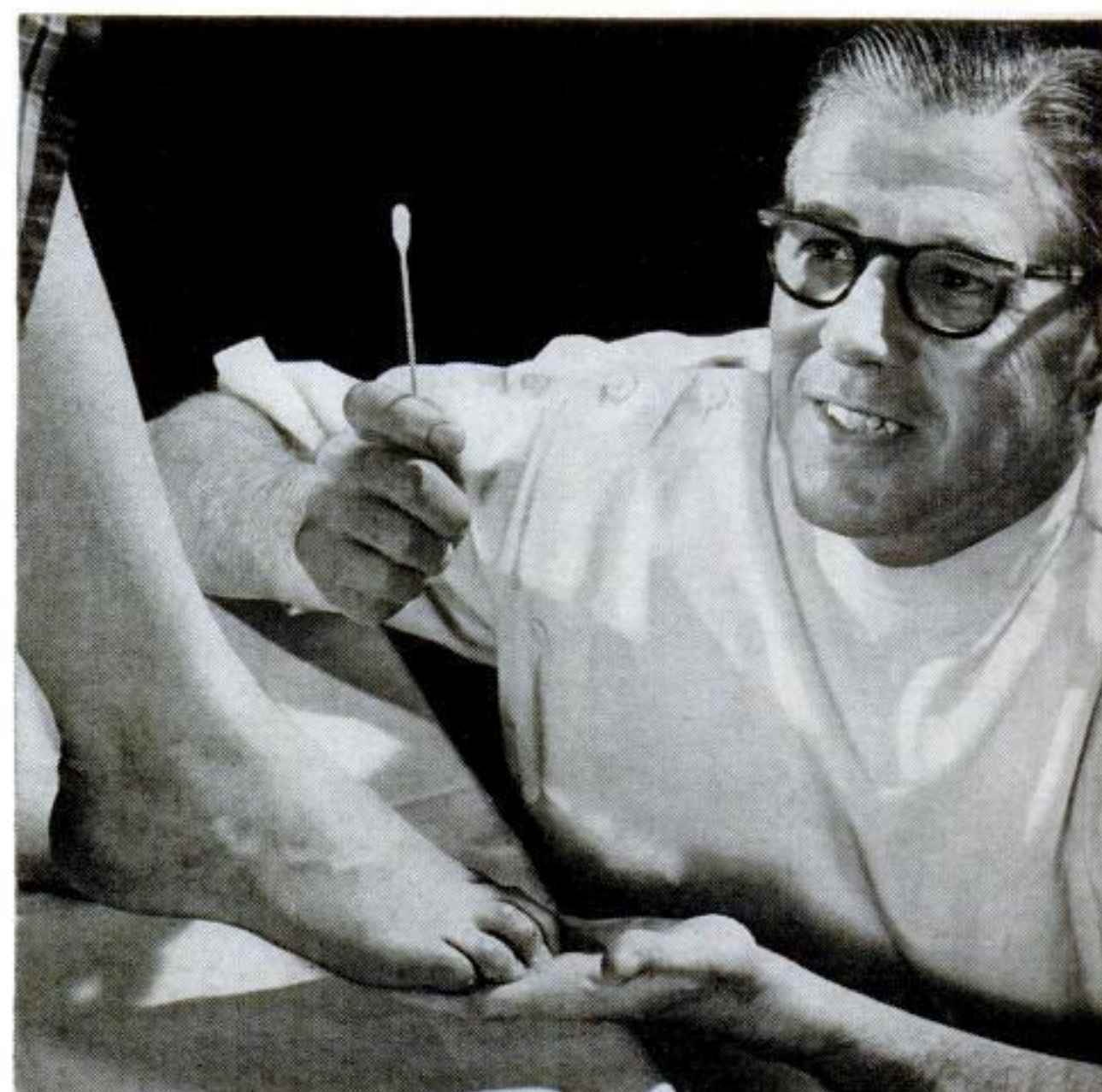
HAVE YOU GOT IT? Many people have Athlete's Foot *without knowing it*. Check your feet for these warning signs: peeling, itching, cracks between toes. These are *not* normal. Act *before* they develop into blisters, open breaks, raw spots. The disease is caused by fungi, sometimes complicated by bacteria. Use a remedy that kills *both* fungi and bacteria. That's NP-27.



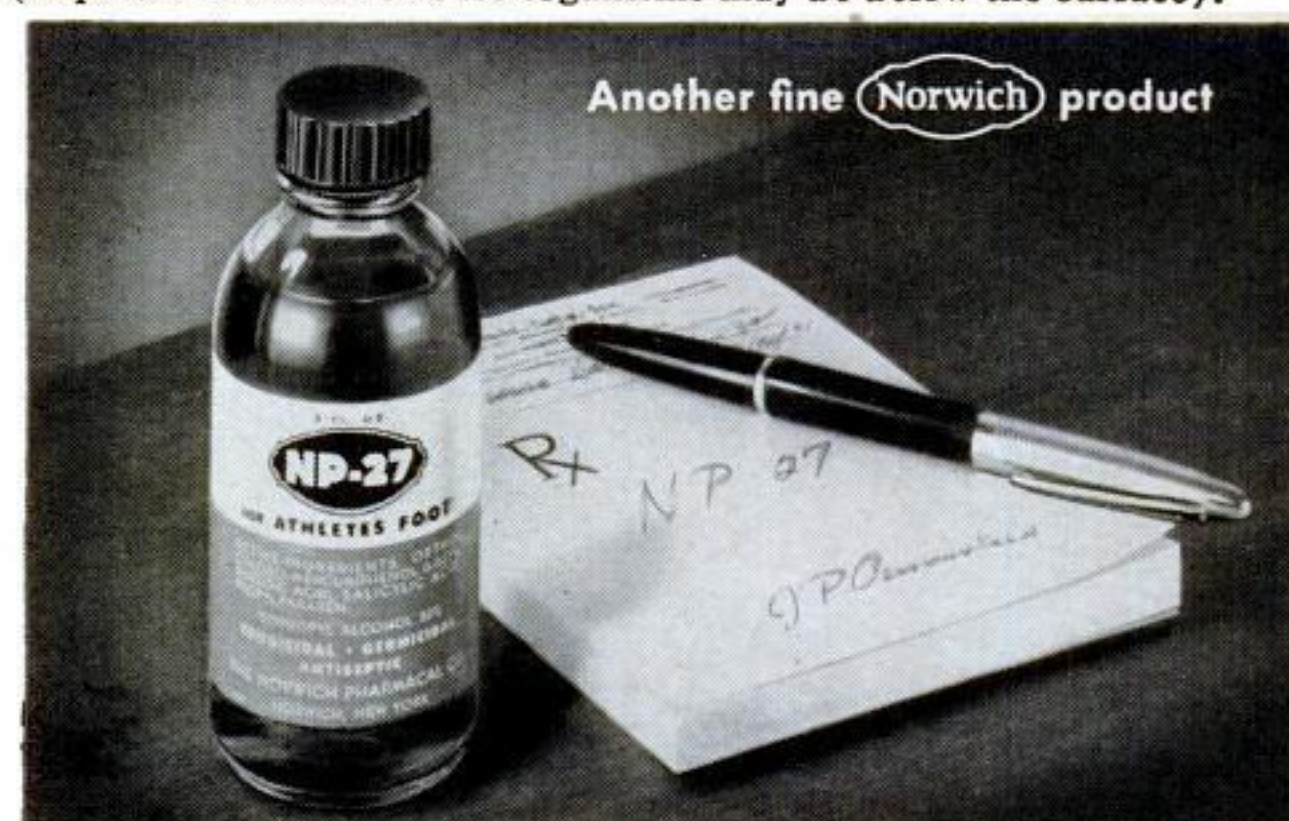
LABORATORY PROOF. Athlete's Foot may be caused by many different kinds of organisms. A remedy which kills *one* kind of organism may not be adequate. The above photo illustrates scientific laboratory tests which show that NP-27 is effective against *many* different organisms which may cause Athlete's Foot. That can be an important advantage.

Believe it or not, 3 out of every 4 Americans now suffer from Athlete's Foot at some time during each year. That's the shocking news told by a leading national medical journal. Other authorities have reached similar conclusions. Athlete's Foot is indeed America's Number 1 skin disease—demanding attention from the nation and from YOU.

Now a new remedy is available for the treatment and prevention of Athlete's Foot . . . NP-27. Proofs of its superiority are becoming overwhelming. Coaches endorse it. So do chiropodists. Laboratory tests explain why it is so effective. Read the facts below.



PROVED IN PROFESSIONAL OFFICES. Chiropodists (foot specialists) see more foot troubles than anyone else. Twelve noted chiropodists cooperated in testing NP-27, then reported the following outstanding results: It relieves itching almost *instantly*; it is amazingly *effective* and *free* from irritation. Another chiropodist proved it can *penetrate* tissue (important because disease-organisms may be below the surface).



WHAT TO DO. NP-27 is nice to use; no unpleasant odor, no mess, no staining; dries almost instantly. For prevention, use it every other day; takes only a second; it's a habit that *pays*. If symptoms have appeared, use it once or twice daily. If serious infection or inflammation has developed, see your physician or chiropodist. NP-27 is guaranteed to give you complete satisfaction; if it doesn't, purchase price will be refunded by the druggist. The Norwich Pharmacal Company, Norwich, N. Y., the makers of Unguentine®, (NP-27 is also available in Canada.)

Big as life...Real as life...Easy on your eyes!



New 17 inch

**BLACK-DAYLITE
TELEVISION**

COMEDY or children's shows, sports or music, drama or dancing—they're *all* more thrilling on beautiful new 17" G-E Black-Daylite Television! Every model offers the famous General Electric picture—life-size, lifelike, so easy on your eyes! This unsurpassed quality stems from exclusively combined features: new 17" G-E rectangular black tube... simplest tuning yet—a single control gives best picture, best sound automatically... G-E Dynapower speaker... powerful G-E chassis, and many more. Hand-rubbed blond or mahogany veneered cabinets enhance your room setting. Backed by the name you can always believe in—General Electric. See your G-E television dealer now for early delivery.

General Electric Company, Electronics Park, Syracuse, N. Y.



● Modern, genuine mahogany veneered cabinet, hand-rubbed to a satin luster! Model 17T2, above.



● Exquisite genuine mahogany veneered console. Matched swirl-figured doors. Model 17C107, above.



● Full-height console veneered in richly grained, genuine mahogany. Model 17C103, shown above.

You can put your confidence in—

GENERAL  **ELECTRIC**

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Open Up a World of New Experience



YOU, in the driver's seat, can set off a whole series of fun reactions in this smartly rakish beauty.

By a touch of the finger or flip of the wrist, you make windows and top disappear as if by magic.

One moment you have a snug and cozy enclosure against the weather—a practical car twelve months in the year.

Seconds later, a sweeping view of the world is yours—and your ceiling is limited only by the sky above.

But that is only half the story.

The other half is in Fireball power that swoops into action at the touch of your toe—

It's in Dynaflow Drive* that feeds power back to rear wheels with a smooth surge and unfaltering impulse on hill or straightaway—

It's in coil springs on every wheel—that make back roads ride like boulevards—

It's in a long list of new-day features which set this car apart—and in a harmony of curves and contours that make it a joy to behold.

Then there's the price tag—that gives you the proud satisfaction of getting superlative value for every dollar paid.

What's the next step? See your Buick dealer—and times being what they are, the sooner you do that, the happier you'll be.

Equipment, accessories, trim and models are subject to change without notice.

No other car provides all this:

DYNAFLOW DRIVE*—saves strain on driver and car

FIREBALL POWER—high-compression, valve-in-head engine gets more good from every drop of fuel

PUSH-BAR FOREFRONT—combines smart style and unsurpassed protection

WHITE-GLOW INSTRUMENTS—greater clarity at night

TORQUE-TUBE DRIVE—steadies ride, improves driving control

4-WHEEL COIL SPRINGING—cushions ride, saves servicing costs

DUAL VENTILATION—outside air fed separately to right or left of front compartment

SELF-ENERGIZING BRAKES—hydraulic—multiply pedal-pressure five times at brake drum

DREAMLINE STYLING—tapered, car-length fenders, gleaming sweep-spears on most models

Plus: Self-locking luggage lid, Step-On parking brake, two-way ignition lock, Safety-Ride rims, Hi-Poised engine mounting, Body by Fisher

*Standard on ROADMASTER, optional at extra cost on other Series.

**When Better Automobiles
Are Built
Buick Will Build Them**

"Smart Buy's Buick"

YOUR KEY TO  GREATER VALUE

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you'll do well with the
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marine and casualty
insurance and fidelity
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**RELIEVES
HEADACHE
NEURALGIA
NEURITIS PAIN**

FAST



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.



**INGROWN NAIL
Hurting You?
Immediate
Relief!**

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

**NEW! ALL-STEEL CONSTRUCTION
LIVING ROOM FURNITURE
GUARANTEED 10 YEARS**

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Dream Comfort Upholstered Living Rooms
Trenton 8, New Jersey

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a soft, gay shade for now...
in Yardley's creamy-smooth,
stays-on new lipstick that
comes in a majestic case.

Eight other smart shades to choose from, \$1

YARDLEY lipstick

Yardley English Complexion Powder, in
nine flattering shades, \$1.10. Prices plus tax.



Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

Which is really Jeanne Crain?

STARRING IN "TAKE CARE OF MY LITTLE GIRL" A 20th CENTURY-FOX PRODUCTION
COLOR BY TECHNICOLOR
(See answer below.)



world famous **AUTO-LITE** Spark Plugs give you
SMOOTHER PERFORMANCE
...QUICK STARTS



Auto-Lite Standard Spark Plugs offer unsurpassed quality and have long been recognized for their unbeatable performance.

MOVIE STARS have look-alikes and spark plugs look alike, too . . . but to get smoother performance and quick starts replace worn-out spark plugs with world-famous Resistor or Standard type Auto-Lite Spark Plugs. Both are ignition engineered and both are specified as original equipment on many leading makes of America's finest cars and trucks.

If you know movie stars, you'll know the girl on the left is glamorous Jeanne Crain, star of the 20th Century-Fox production, "Take Care Of My Little Girl." At right is lovely Yvonne Barron of New York. And if you know spark plugs, you'll see your Auto-Lite Spark Plug Dealer for Auto-Lite Spark Plugs because—"YOU'RE ALWAYS RIGHT WITH AUTO-LITE."



Auto-Lite Resistor Spark Plugs offer greater gas savings plus benefits found only in automotive type spark plugs with built-in resistors.

AUTO-LITE
SPARK PLUGS "Ignition Engineered"

Auto-Lite Spark Plugs—Patented U.S.A.

Tune in "Suspense!"... CBS Radio Thursdays... CBS Television Tuesdays

LETTERS TO THE EDITORS

FACE OF THE ENEMY

Sirs:

You showed telephoto pictures of a Russian guard on duty at Spandau prison, near Berlin, in "The Face of the Enemy" (LIFE, May 28). Isn't Spandau prison jointly run by the Russians, Americans, British and French? If so, what were the other guards doing while the Russian diddled on his post?

WILLIAM WARREN

Portland, Maine

● Yawning (see below).—ED.



BRITISH GUARD



AMERICAN GUARD

WAR WE MAY FIGHT

Sirs:

Thank you for "The War We May Fight" (LIFE, May 28). It is based on sound logic and could be a way to smash the Russians if they attack.

ELMER H. CARLTON

Fulton, Mo.

Sirs:

It's a pity that you do not show the enthusiasm for peace you show for war.

A. L. MACGILL

Moses Lake, Wash.

Sirs:

. . . That C-123A assault transport in your photograph is the only one now flying! Even if the Air Force placed orders tomorrow, we would have to wait two to three years for the fleet to be built. We are 75% unprepared to wage real airborne warfare. Generals Gavin and Tunner are brilliant strategists and have the plans for using the planes—if the Administration and Congress will provide them.

LANGDON P. MARVIN JR.

Washington, D.C.

Sirs:

. . . You go to the very fountain-head of authority on how to beat Russia: Manteuffel. By that way of thinking, the authority on how to beat Ray Robinson would be Jake La Motta.

FRANK PUKIT

North Caldwell, N.J.

Sirs:

The name of the paratrooper who appeared on the cover was incorrectly spelled. It should be: Sgt. Felix Slacke.

JOHN E. REID

New York, N.Y.

U.S. HEEDS INDIA'S PLEA

Sirs:

. . . I shall never forget the poor, withered, helpless faces of the starving masses of India ("U.S. Heeds India's Plea for Food," LIFE, May 28).

RICHARD SMITH

Laguna Beach, Calif.

Sirs:

I can't see why we are blaming Nehru for appeasing Russia and then taking it out on starving millions. . . .

CHARLES L. DUNLOP

New York, N.Y.

Sirs:

. . . Instead of shipping wheat, why not disseminate birth control information and educate these people to control their numbers?

VIRGINIA FISHER

Riverdale, Md.

Sirs:

. . . Already we have been punished for neglecting our Christian duty. The paltry supply of grain given to India by Russia has assumed tremendous proportions in the eyes of the Indian people.

ANTHONY J. SISTI

New York, N.Y.

Sirs:

What can we do to help the starving people of India? Tell us where to send food or clothing. I could send a little every month to some Indian family.

ELIZABETH WARNER

Los Angeles, Calif.

Sirs:

. . . It is possible to send desperately needed aid through CARE.

RUTH SHORTELL

Director, Service Division

CARE

New York, N.Y.



CARE RELIEF IN INDIA

CONTINUED ON PAGE 14

Please send



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_____ address
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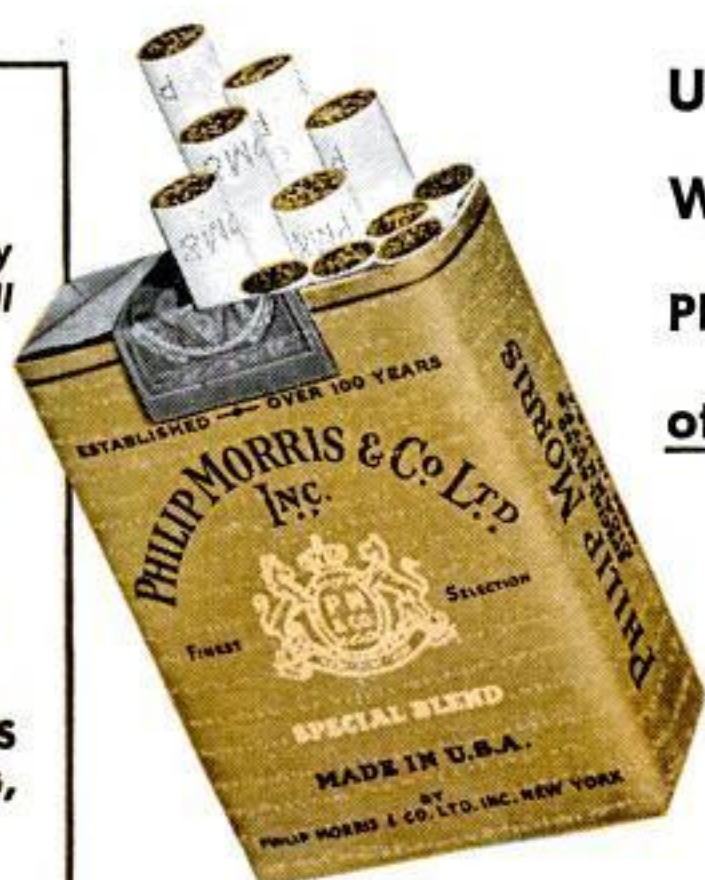
Don't test one brand alone ... compare them all!

TRY THIS TEST!

Take a PHILIP MORRIS—and any other cigarette. Then, here's all you do:

- 1** Light up either cigarette. Take a puff—don't inhale—and s-l-o-w-l-y let the smoke come through your nose.
- 2** Now do exactly the same thing with the other cigarette.

NOTICE THAT PHILIP MORRIS IS DEFINITELY LESS IRRITATING, DEFINITELY MILDER!



Unlike others, we never ask you to test our brand alone.

We say ... **compare** PHILIP MORRIS ... **match** PHILIP MORRIS ... **judge** PHILIP MORRIS against any other cigarette! Then make your own choice! Remember

NO CIGARETTE HANGOVER

means MORE SMOKING PLEASURE!



CALL
FOR

PHILIP MORRIS

A Mark of Distinction



International
Golf Trophy—
awarded to best
golfer in world-wide
competition

Nesbitt too has achieved distinction because of its delightful taste and uniform quality. Ask for Nesbitt's and enjoy its delicious orange flavor. Nesbitt's is sold wherever quality soft drinks are carried. Buy six bottles today.

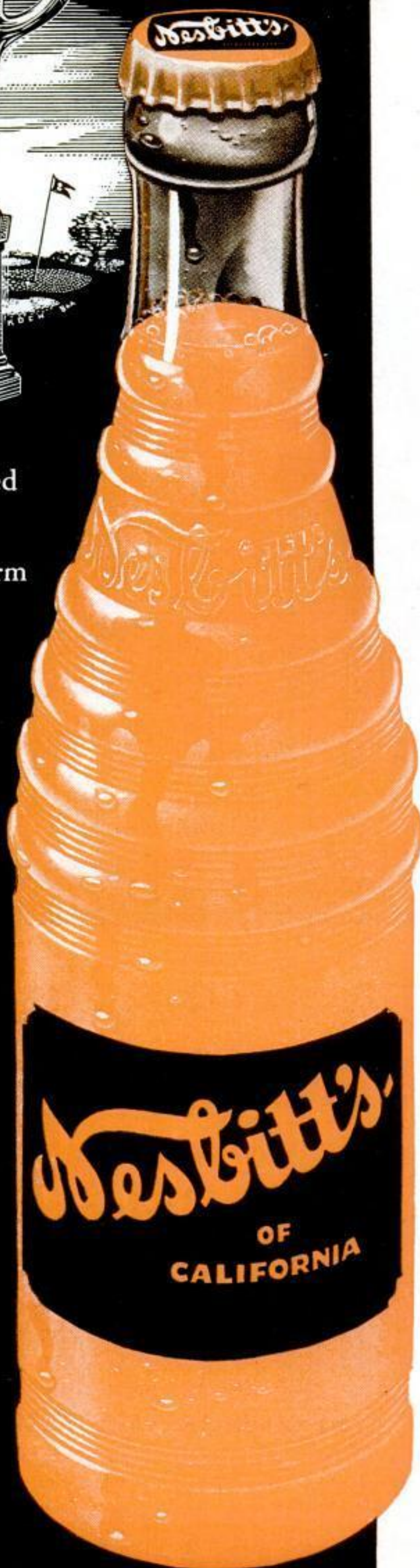
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Los Angeles 23, California

a soft drink
made from *real* oranges



LETTERS TO THE EDITORS

CONTINUED

Sirs:

Since many of your readers may write in to ask how they can help out, we shall be pleased if you refer them to us.

MACENNIS MOORE
Secretary, Committee on India
American Council of Voluntary
Agencies for Foreign Service, Inc.
New York, N.Y.

WOMEN OF ACHIEVEMENT

Sirs:

You ran a group picture of the ladies who received the Women of Achievement awards ("American Women of Achievement," LIFE, May 28) tendered by the Boston Chamber of Commerce. Esther Williams was not included in the picture because of a late arrival, but she finally did make it. She is shown here wearing her medal (below).

EMERY AUSTIN

Atlanta, Ga.



CONTINUED ON PAGE 17

TO LIFE

CONTEST FOR YOUNG PHOTOGRAPHERS

P. O. BOX 10
NEW YORK 46, NEW YORK

Sirs:

I understand that to enter LIFE's Contest I must be 30 years of age or under through Dec. 31, 1951, be a resident of the U.S., its territories or possessions or a member of the U.S. Armed Forces on active duty and have had at least one of my photographs published. Please send me an entry blank and complete rules.

NAME.....

ADDRESS.....

100 CASH PRIZES
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'NO OTHER SHAMPOO
USED GIVES YOU THAT

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Removes Goopy Hair Dressings...



Clean

Removes Loose, Itchy Dandruff...



Fitch

Cleans Thoroughly In One Lathering...



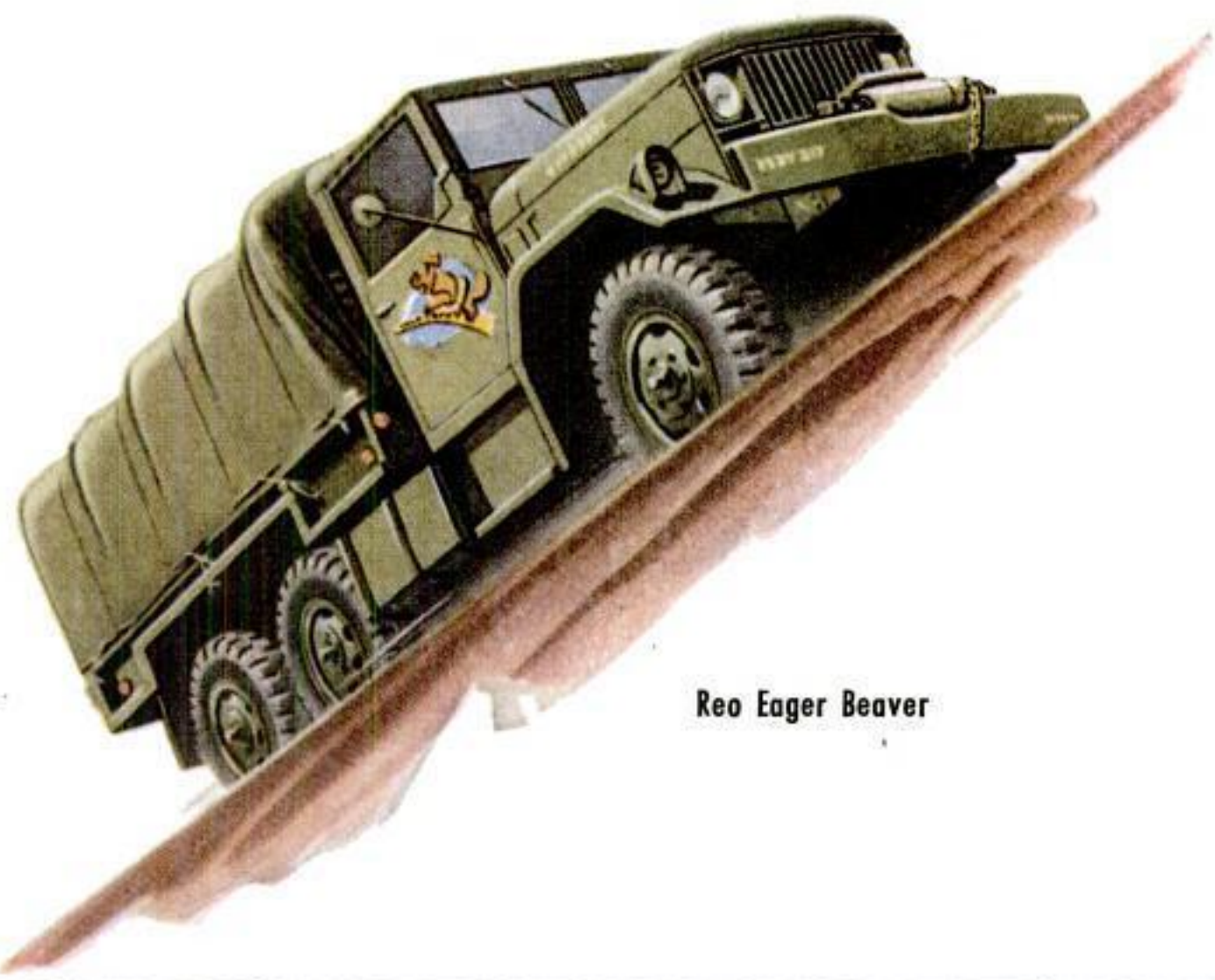
Feeling

Makes Scalp Feel Tingly Clean!

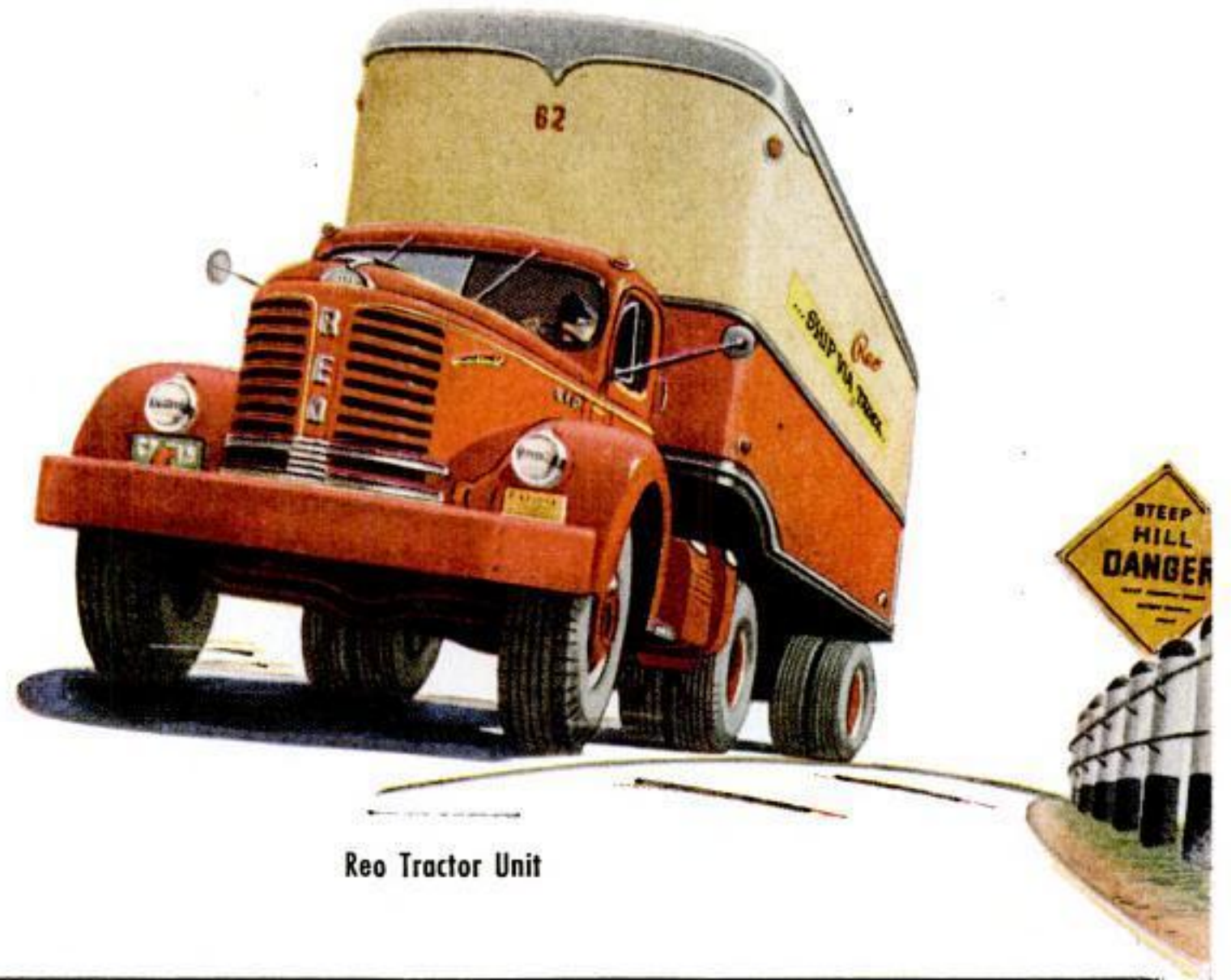


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FITCH
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SHAMPOO

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Reo Eager Beaver



Reo Tractor Unit



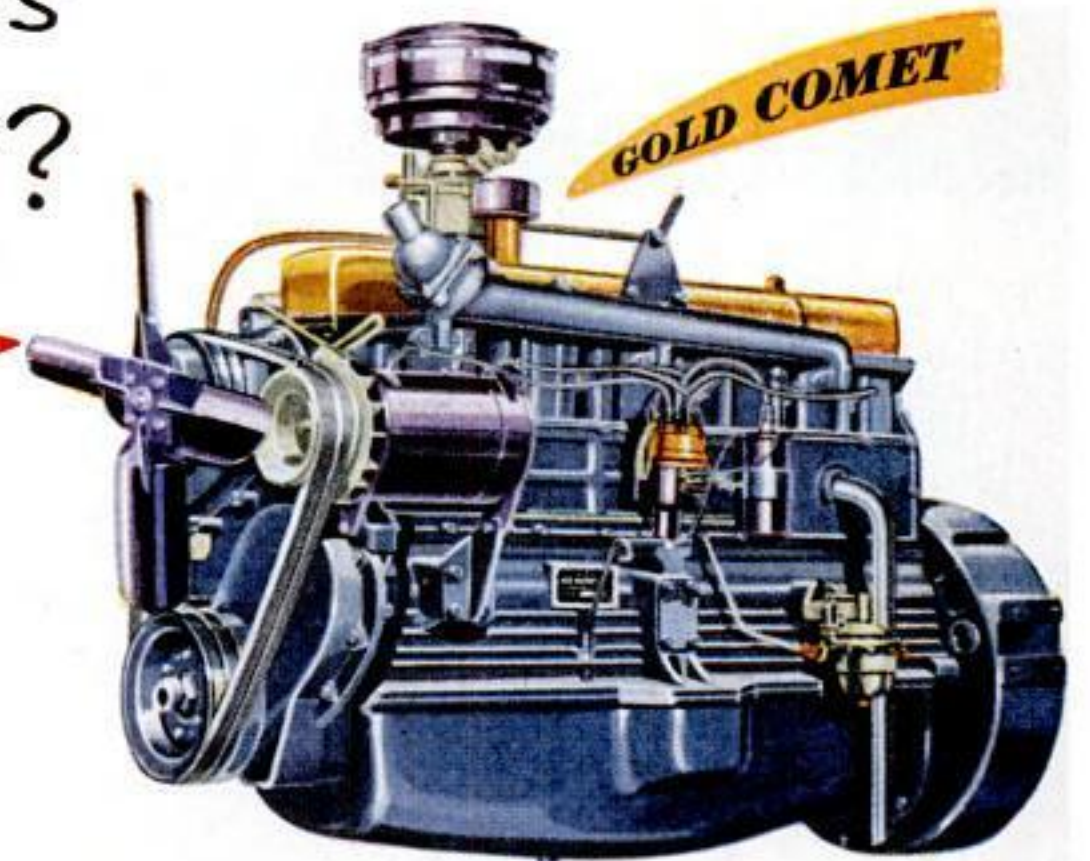
Reo School Bus Chassis



Reo Royale Power Mower

Question: Which one of these Reo Products does not have Gold Comet Power?

Answer: Gold Comet Power does everything here... but cut grass! (And that's a pleasure, using a Reo Royale with its own world-famous engine... Reo-built, too!)



P. S. Reo Gold Comet Engines are also available for replacement in your present trucks, regardless of make.

REO MOTORS, INC. • Manufacturers of Trucks, Engines, Bus Chassis, Lawn Mowers • Lansing 20, Michigan



Take your vacation with **Samsonite**... the luggage that can take it!

● YOU CAN TAKE MORE WITH SAMSONITE... Samsonite's streamlined shape means you can stow more luggage. Shock absorber handles fit your hand, take up strain of excess weight. (Natural Rawhide finish.)



● NO TIGHT SQUEEZE WITH SAMSONITE... Though "Sis" crams her bags full, her Samsonite luggage is scientifically planned to hold one third more. (Bermuda Green.)



● WAY DOWN UNDER... Somebody's luggage is always on the bottom. No need to worry if you carry Samsonite...the luggage made to operate under pressure, take all the hard knocks of traveling. (Admiral Blue.)

Sure your luggage should *look* good! That's why we've made Samsonite luggage the *best looking* luggage you'll find in any terminal.

But good looks aren't enough! Not with the hard knocks luggage takes—on trains, planes, buses, boats and in your own car. So because of this, Samsonite is expertly built to take *all kinds* of punishment! The construction is "Strong-enough-to-Stand on"! The better-than-leather covering is dirt proof, washes clean with a damp cloth! The locks are solid brass! The linings, rich and long wearing! All good, all sound reasons why America goes vacationing with Samsonite luggage. Reasons *you* should think about before you pack up and go!



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● HAPPY LANDING...WITH SAMSONITE...Dad's fine, and so are his bags, despite long, hard traveling. However they're handled, Samsonite's better-than-leather covering can "take it." (Colorado Brown.)

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Shwayder Bros., Inc., Luggage Division, Denver 9, Colorado. Also makers of Samson Folding Tables and Chairs, Folding Furniture Division, Detroit 29, Michigan



Take it from

Victor Kappeler
world-famous
photographer...

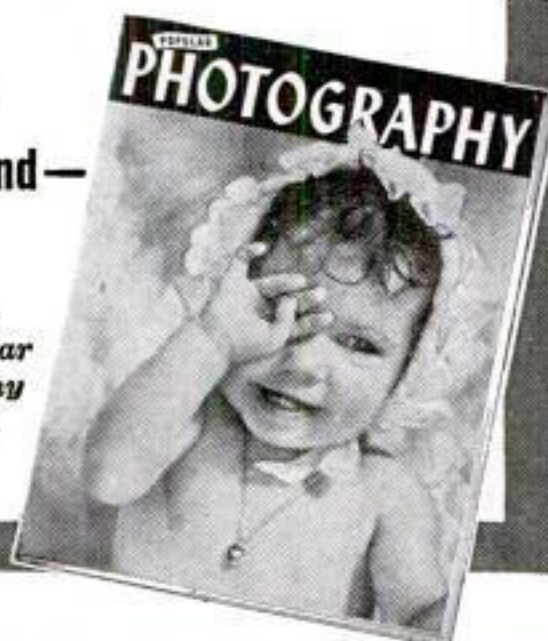


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The name "Dazey" on "Kitchen Helps" is equivalent to the mark "Sterling" on silver.

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PRODUCTION
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Dickies big ad
in this issue**



SALADS ESKIMO COOL!



MORE TENDER • MORE DELICIOUS

MACARONI

LETTERS TO THE EDITORS

CONTINUED

"COLORADO DAYS"

Sirs:

I have seen "LIFE Goes to 'Colorado Days,'" (LIFE, May 28) and I think you are a bunch of eastern skunks. Of all the nice things you might have shown, you printed the horrible pictures of the grudge fights which are tolerated by the university and endured by some of the students.

BLY E. CURTIS
Manager and Dietitian
Residence Halls

University of Colorado
Boulder, Colo.

Sirs:

C.U. Days lasted three days, but the grudge fights lasted only three hours.

Approximately one eighth of the student body, including the spectators, participated in the grudge fights. The remaining organized students spent Friday preparing floats for the parade and carnival booths and organizing the dance and Buff Show.

The Saturday night dance featuring Jimmy Dorsey was the climax of C.U. Days rather than the Beta Chi Psi tug of war.

GRETCHEN ROBERTSON
Boulder, Colo.

Sirs:

Perhaps I have a warped sense of humor, but your article certainly made a tremendous hit with me. There are those who would sniff at those hilarious goings-on, but a little of such enthusiastic comedy would relieve some of the nervous tension these days.

Thanks for giving me a few genuine grins!

MRS. RUTHE MAYER
Roslindale, Mass.

REUNION OF V.M.I.

Sirs:

We disagree that V.M.I. was the only college student body to fight together as a unit in the Civil War ("Reunion of V.M.I. '01," LIFE, May 28). The Citadel, The Military College of South Carolina, participated in eight battles as an organized unit.

CADET B. E. NEUMANN JR.
Charleston, S.C.

● LIFE erred. Citadel cadets fought in eight battles, saw combat as a unit at Tullifiny in 1864, where they helped save Charleston from being burned.—ED.

REFUGE FOR AMBOINESE

Sirs:

... Because of Indonesian aggression in the South Moluccas it was impossible for the Ambonese soldiers ("New Refuge for Ambonese," LIFE, May 28) to return to their homeland to join their compatriots in this battle for freedom. It was equally impossible to abandon them on Java.

The South Moluccas had indicated their willingness to become one of the component states of an Indonesian federation. The Republic of Indonesia, one of the 16 component states of the federation-to-be, then violated international agreements. Through the use of armed force it established a unitary state. The South Moluccas clung to their right of self-determination. They proclaimed their independence on

CONTINUED ON NEXT PAGE

"I got you covered!"



"Better be careful, Jim. Our Billy is a dangerous buckaroo."

"He certainly worships his horse opera heroes. But I'm working on an idea that'll make the lad proud of his dad too."

"Don't tell me you're taking to the saddle!"

"Hardly... I am making a kind of 'roundup' though—of our hopes and plans for the future. You'll be happy to hear that our Billy is assured of money enough for four years in a good college, no matter what happens to me."

"How can you be so certain, dear?"

"Because a Mutual Life Field Underwriter showed me how I can afford an Educational Fund Policy that provides a thousand dollars a year for four years, starting in 1961 when Billy's ready for college. So you see, between Billy and The Mutual Life, I am really covered."

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What's your heart's desire? A good start in life for your children? Family security? A comfortable retirement? All of these can be realized through Mutual Life's INSURED INCOME planning... which takes into account your Social Security and other assets. Let our Field Underwriter explain how Insured Income can help you.

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SEND FOR FREE BOOKLET—with the facts about Social Security... its value... and how it teams with your life insurance. If you are 45 or under, you'll be particularly interested in this booklet. Mail the coupon today. You'll also learn about the official records you need in order to collect benefits later without delay.



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THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N.Y.

Yes, I would like your FREE Social Security Booklet—L-78.

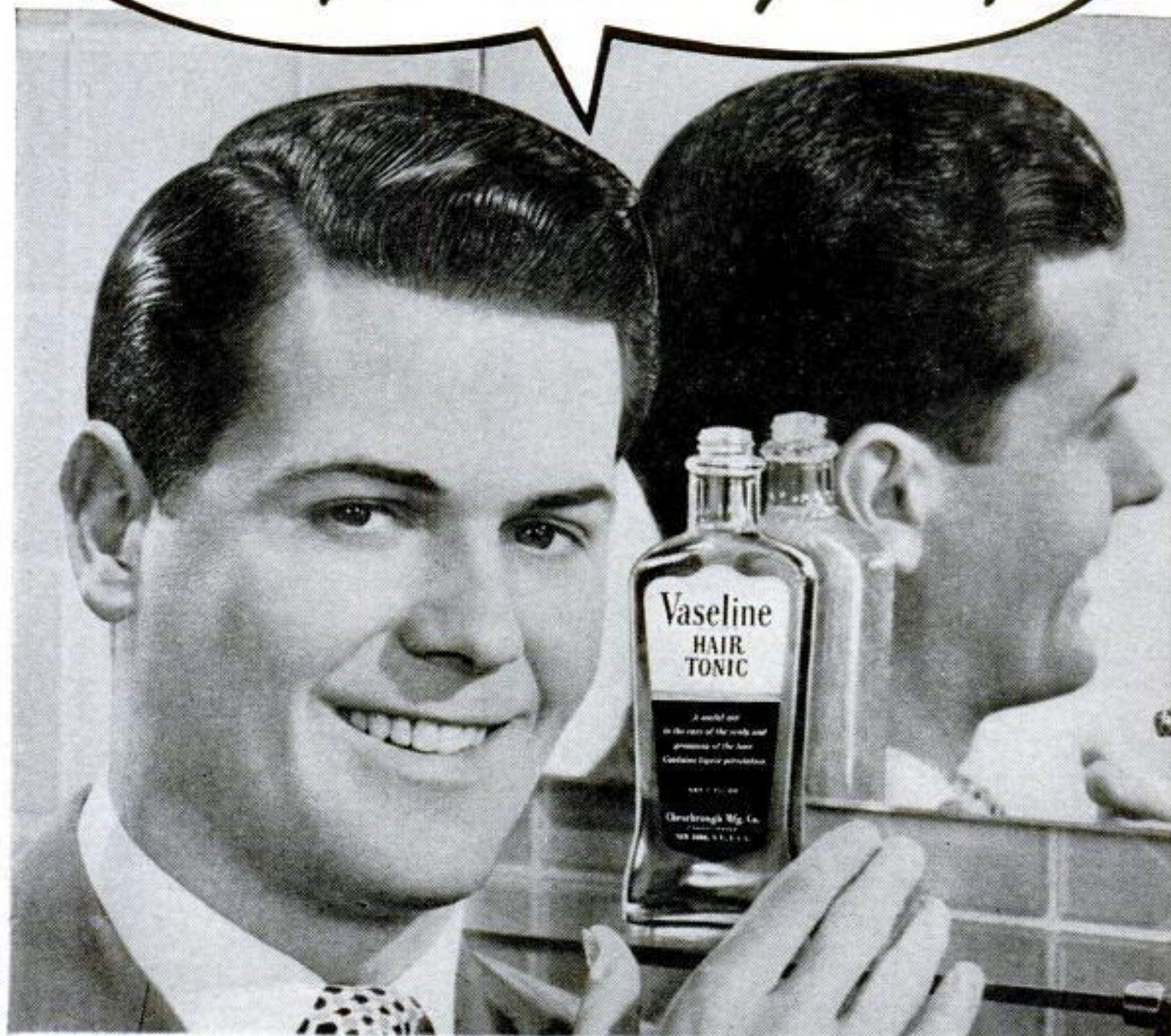
NAME.....DATE OF BIRTH.....
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oh-oh, Dry Scalp!



"MAYBE HE WON two 'love' sets—but there's no 'lovelight' in my eyes for him with that Dry Scalp! His hair looks so messy and wild . . . and it probably sheds loose dandruff, too. I'd better give him some good advice about 'Vaseline' Hair Tonic . . . and right now!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



SEE FOR YOURSELF! 'Vaseline' Hair Tonic checks Dry Scalp quickly, easily! Just a few drops a day relieve dryness . . . unsightly loose dandruff . . . by supplementing the natural scalp oils. Gives your hair that neat, natural, handsome look. Contains no alcohol or other drying ingredients. It's economical . . . a little goes a long way.

Vaseline HAIR TONIC

TRADE MARK ®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

LETTERS TO THE EDITORS

CONTINUED

April 24, 1950, refusing to accept less than had been originally contracted and internationally guaranteed.

After a bloody battle lasting six weeks, the Republic of Indonesia captured the city of Ambon in November 1950. Yet the resistance of the local population continues.

The South Moluccas are trying to get their case heard. So far the United Nations has forestalled a hearing of our cause. Still we are confident we will eventually get our just rights.

KAREL J. V. NIKIJULUW
Chairman

South Moluccas Delegation
New York, N.Y.

TATTOOED MONARCH

Sirs:

When I behold the monarch of my native land in all his naked splendor (Speaking of Pictures, LIFE, May 28) I begin to realize what I threw over by becoming a citizen of the U.S.

All one may look forward to in place of that are flamboyant ties and fancy swim trunks—that's what hurts.

JAMES B. GIERN

Romeo, Mich.

Sirs:

Speaking of Pictures was a sickening shock. Sure royalty is just human, but many of us would rather it be displayed in quiet, regal grace that the character of nobility implies.

W. BLACKBURN

Ridgewood, N.J.

"TRIPHIBIOUS" ON TRIAL

Sirs:

There you go again (LIFE, May 28) using the word "triphibious" to denote attack by sea, land and air!

Erroneously, "triphibious" is derived from "amphibious" with the incorrect idea that "am" means "two" and "phibious" means "kinds of" or "types of," etc. In fact "amphibious" is derived from two Greek words: "amphi" and "bios," meaning respectively "both (kinds of)" and "life" (i.e., marine and terrestrial).

EDWARD W. WOODS

Sewickley, Pa.

● Reader Woods is right. Correct word (from *tri*-three kinds of; *bios*-life) would be "tribios," which has about as much chance of replacing colloquial "triphibious" as does correctly constructed "pacifist" (from *pacific*-ist) incorrect "pacifist."—ED.

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**NO FEAR OF
ACID INDIGESTION,
HEARTBURN, NOW!**

Eat without fear of acid indigestion. Just take one or two Tums. Gas, heartburn, full feeling go fast. Tums neutralize excess acid, soothe and settle upset stomach. Tums do not over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.



FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER

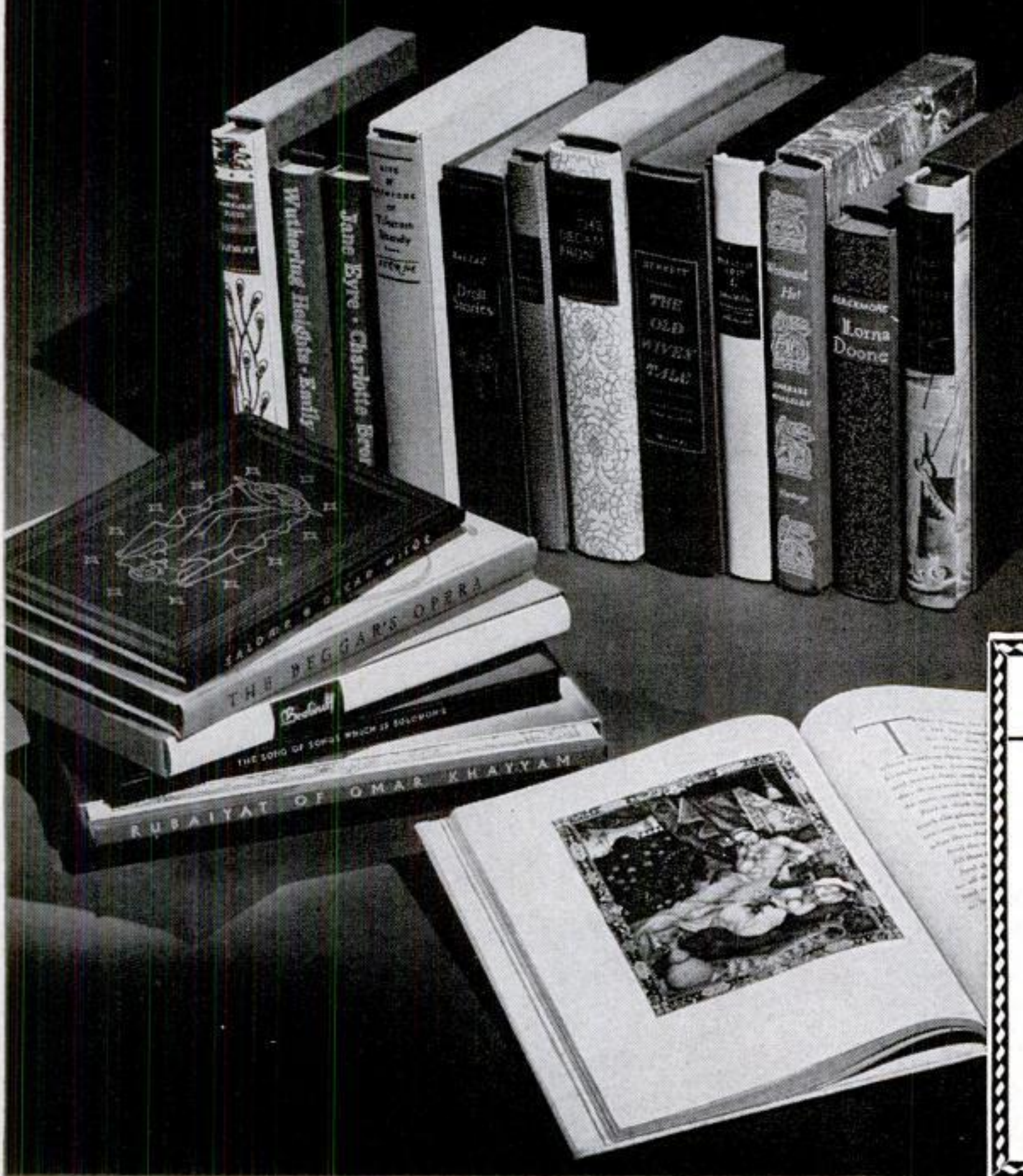
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YOU MAY NOW OBTAIN

BEAUTIFUL, beautiful BOOKS

LIKE THESE - AT THE SAME

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Yes, you may now—BUT FOR A BRIEF TIME ONLY!—
obtain a unique collection of the world's classics
especially illustrated by the greatest artists
and well printed on special papers—
for the same price as rental library novels!

DON'T think we enjoy rubbing it in, when we say that this offer is open to you for a brief time only!

How we hate to say it!

We would much prefer to be able to say that the membership of The Heritage Club is open to all comers at all times. Our babies need lots of new shoes, and these—as you know!—cost more than they ever did; and so we would like to be able to expand the membership of The Heritage Club, and *expand* it.

But we can't. For the increasing governmental limitations upon the civilian use of paper supplies have created a paper shortage. Even the ordinary publisher can't obtain as much paper as he'd like to have. So, of the superior quality of paper which goes into the Heritage books, the supply is so limited as to cause us to gnash our teeth in fury.

During World War II we were forced to make the same limitation that we are now forced to make: this year the membership of The Heritage Club must again be restricted to thirty thousand. Of this number, there are fewer than eight hundred open *at this moment*. For a brief time only, therefore, you will be able to get into the membership.

THE MEMBERS of The Heritage Club regularly come into possession of "the classics which are our heritage from the past, in editions which will be the heritage of the future." These books are not falsely *deluxe*, nor are they old editions dressed up for a new market. They are especially designed by the most famous typographers, illustrated by the greatest of the world's artists, carefully printed by leading printers on papers which have been chemically tested to assure a life of at least two centuries, and then handsomely bound and boxed.

Yet the members obtain these books for the same price that they are called upon to pay for ordinary rental library novels! Despite sharp increases in the costs of producing books, each member pays only \$3.65 for each book—or only \$3.28 if he pays in advance!

Now the Prospectus is being prepared for the Sixteenth Series; and in this Prospectus will be described all of the books to be distributed to the members during the coming twelve months. Some of these members, by the way, have been members of The Heritage Club ever since the Club was established nearly sixteen years ago; for The Heritage Club unquestionably has the highest rate of membership renewals in the country, with the natural exception of The Limited Editions Club which is The Heritage Club's proud parent. If you elect to get into this obviously-satisfied membership, and if you apply in time, you will obtain books like these:

Don Quixote, in an enormous volume of eight hundred pages containing fifty illustrations by the great Moroccan artist Edy Legrand; *Anna Karenina*, in a volume of more than one thousand pages, illustrated with lithographs in color by the English painter Barnett Freedman; *Tom Jones*, with more than sixty water-colors by T. M. Cleland; *Dr. Jekyll and Mr. Hyde*, with color drawings by Edward A. Wilson; *Crime and Punishment*, with wood-engravings by Fritz Eichenberg; and *The Old Curiosity Shop*, and *The Tales of Hoffmann*...

Yet, if it should happen that you do not desire to have any of these books, you are given a list of three dozen Heritage books-in-print—from which you may select substitute titles.

THERE HAVE BEEN great book bargains before, of course, and there will be again. But it seems safe to say that never in the history of book publishing has a greater bargain than this been offered to wise buyers of books.

You are invited to put this statement to the test. If you will fill out the coupon printed herewith and mail it to The Heritage Club, you will be sent a copy of the descriptive Prospectus. Also, one of the available memberships will be reserved for you until you have had time to study the Prospectus and to send in your formal application. But you would be wise to send the coupon in *now!*

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HERITAGE
CLUB

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New York 22

Please send me your new Prospectus, describing the books which you will distribute to the members in the coming twelve months. I understand that you will now reserve one of the remaining memberships for me, awaiting my formal application.

NAME _____

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OSTRICH BECOMES FEATHERED FLATTOP

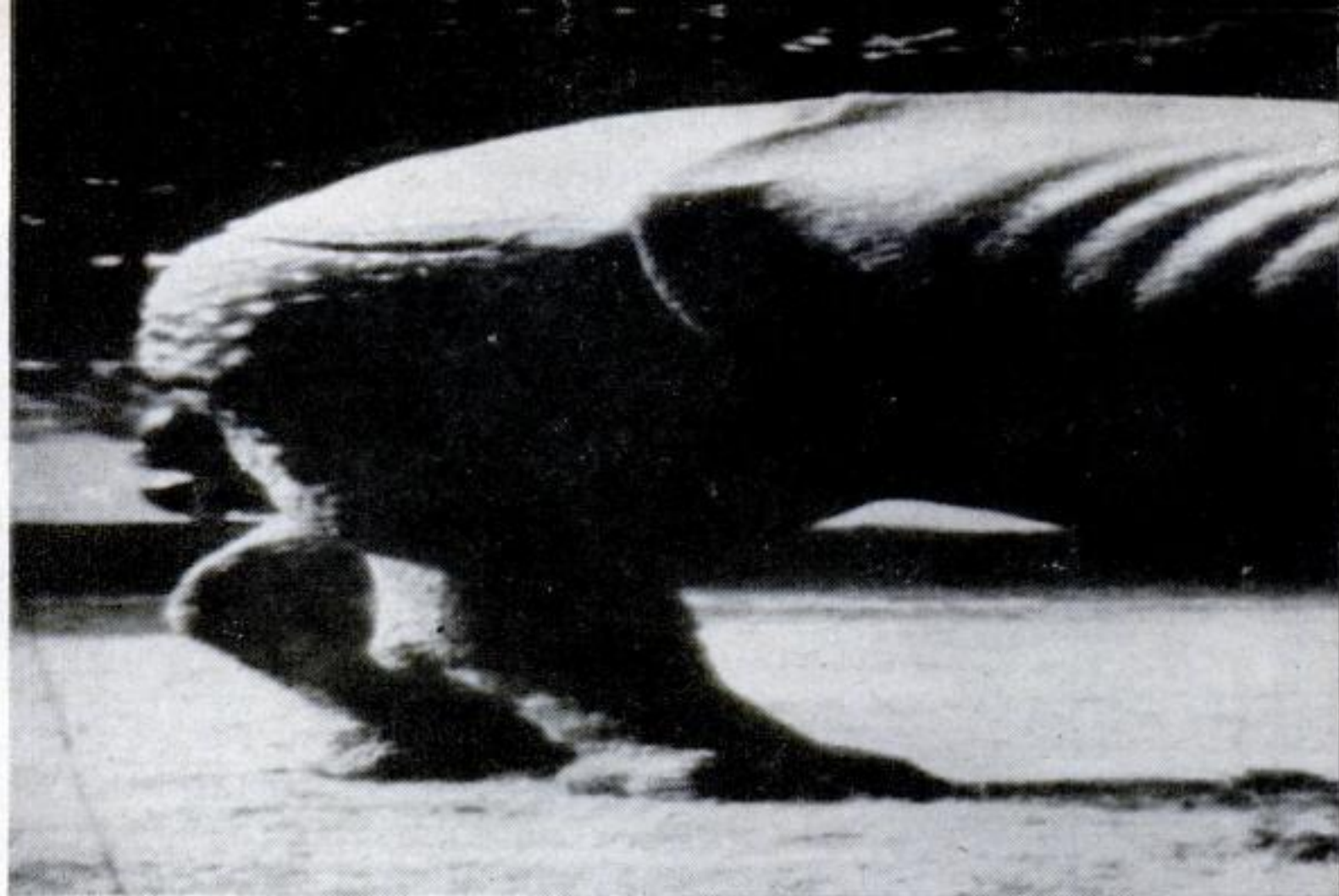
SPEAKING OF PICTURES . . .

In London studio a waggish Hungarian creates a strange new photographic zoo

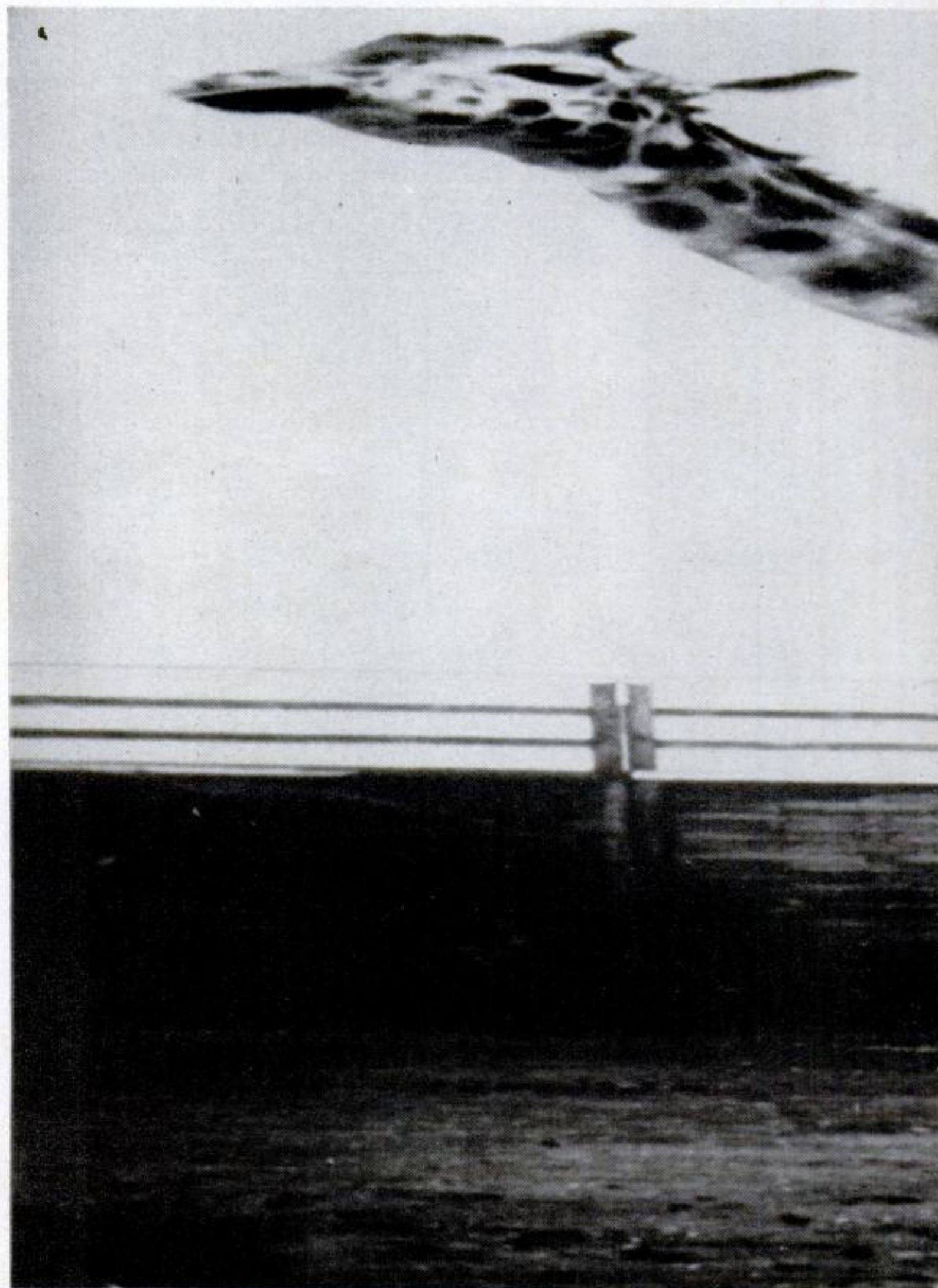
London Photographer Zoltan Glass likes animals, but every now and then he gets bored with looking at them. To him one rhinoceros looks just like every other rhinoceros, and all giraffes are monotonously vertical. In his darkroom, while making prints of some animal photographs, Glass one day decided to make some radical changes. He tilted his printing easel so that the image cast on the paper through each negative was pulled out of shape, with the results shown here. Then, perhaps as a gesture of apology, he did the same thing with the self-portrait on the following page.



CHIMP LOOKS LIKE AN ANGRY SENATOR

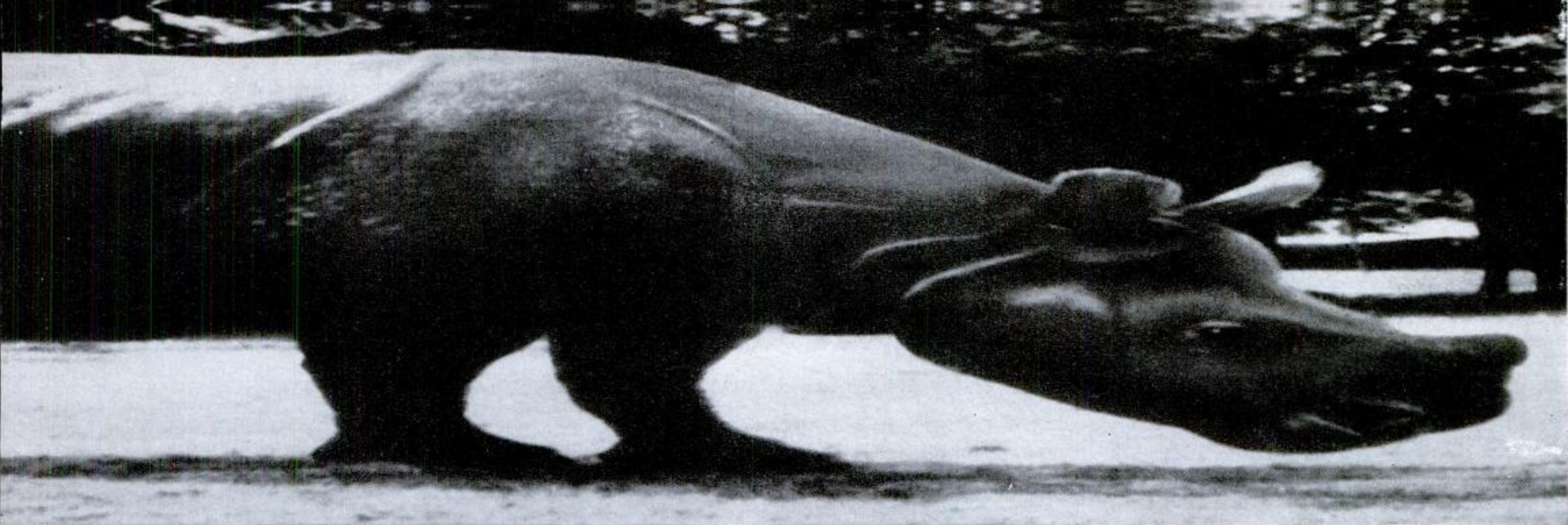


THE RHINOCEROS, ORDINARILY A MASSIVE AND DUMPY FELLOW, IS

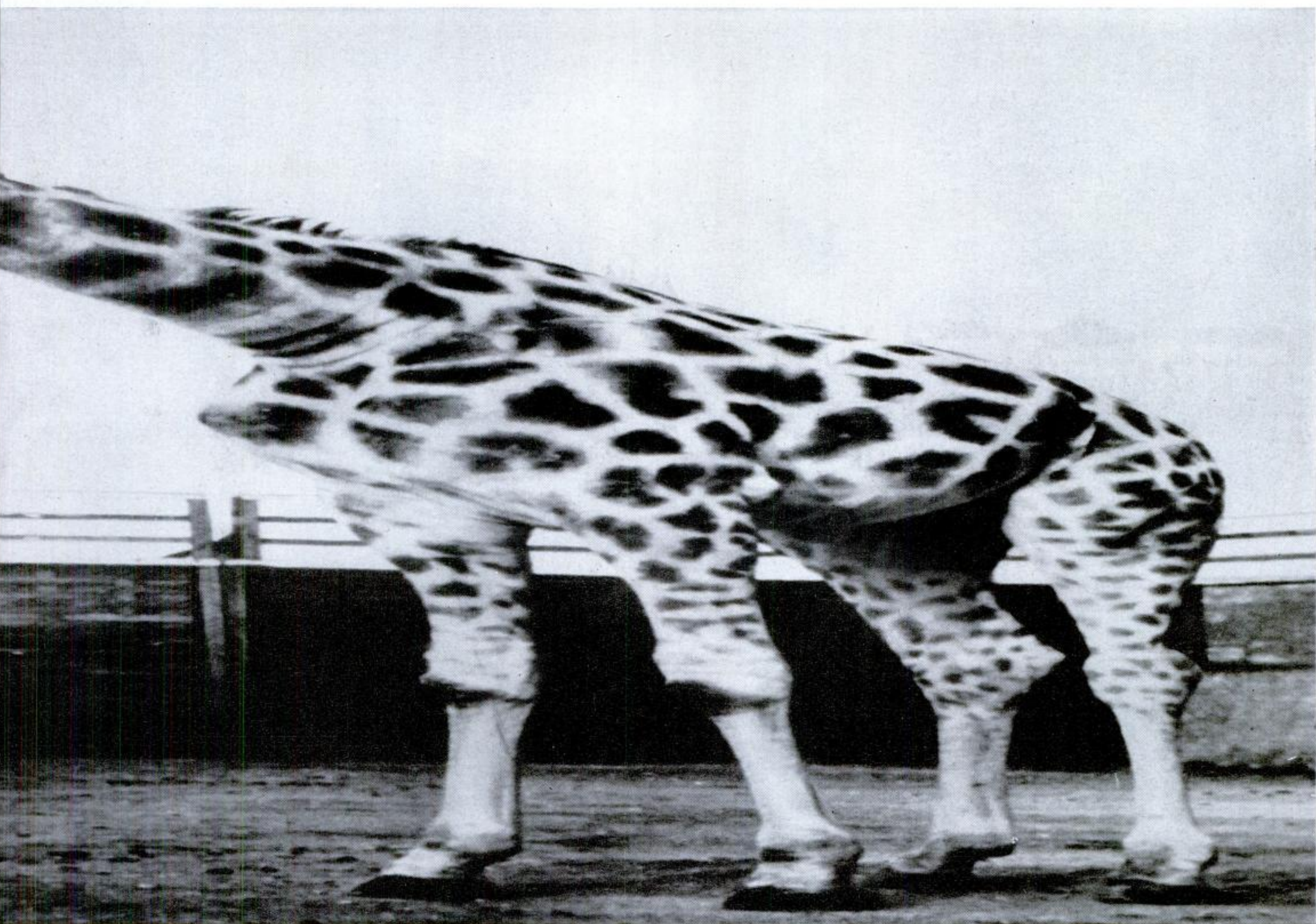


THIS GIRAFFE LOOKS AS THOUGH HE HAD JUST COME OUT OF TUNNEL





TRANSFORMED INTO AN ELONGATED, RIBBY MONSTER WHOSE LOW-SLUNG FRAME MAKES HIM RESEMBLE AN ARMORED DACHSHUND



THE UNHAPPY QUADRUPED (BELOW) SEEMS TO BE UNABLE TO MAKE UP HIS MIND WHETHER TO BE A ZEBRA OR A STRIPED CATERPILLAR

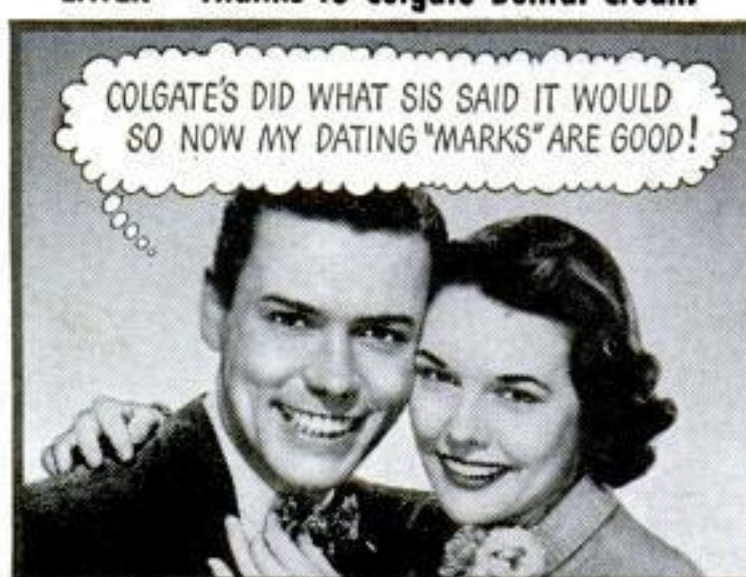
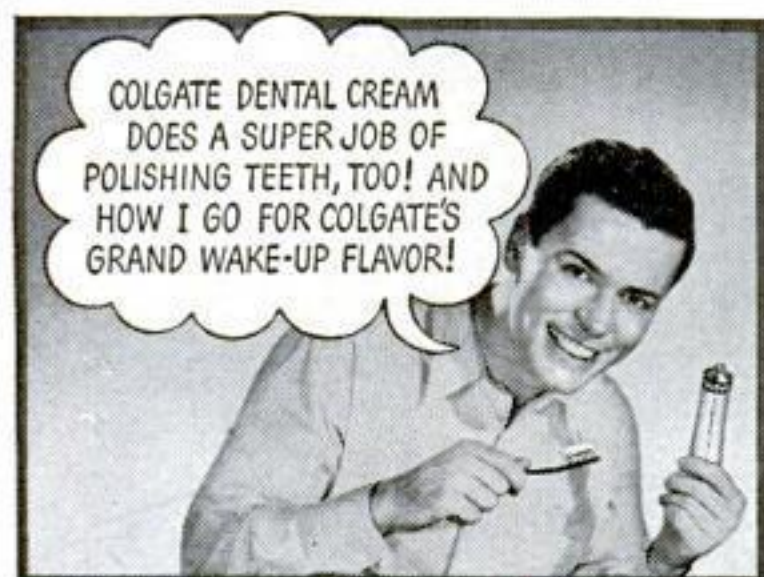




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LATER—Thanks to Colgate Dental Cream



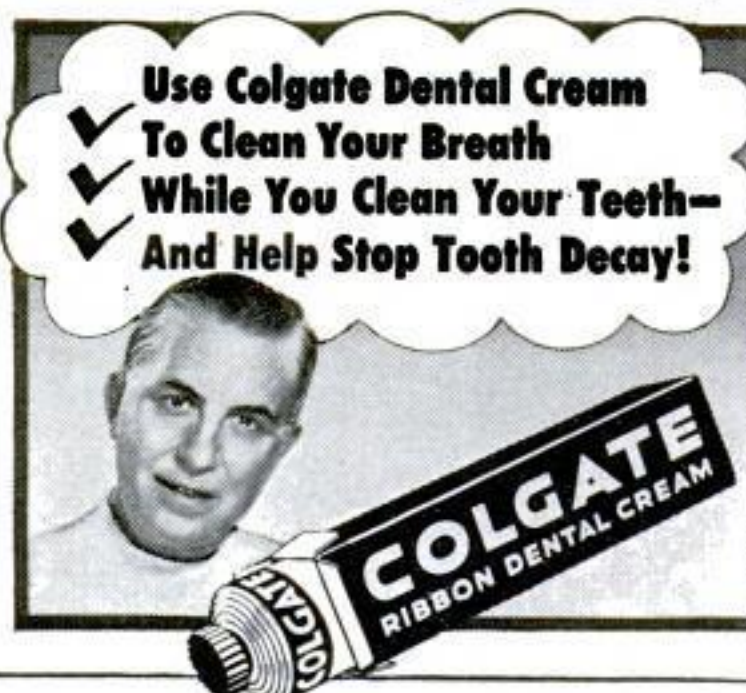
READER'S DIGEST* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!

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Can your make-up pass the "close-up" test?

Gown by Cell Chapman

You're lovely-to-look-at even in close-ups, with Solitair!

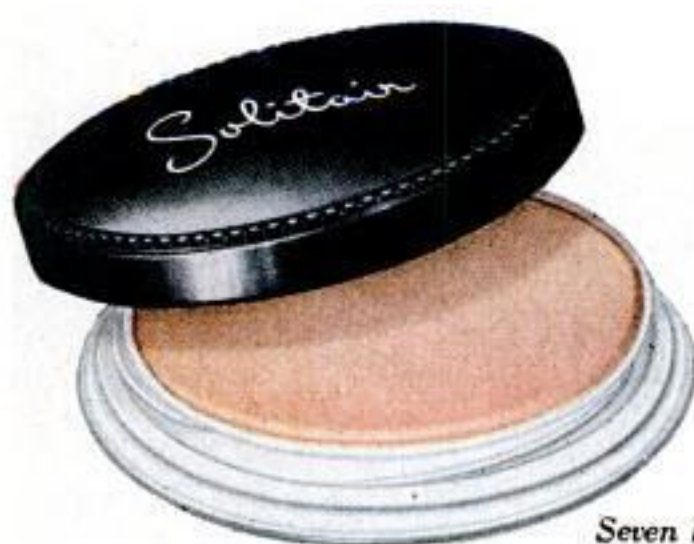
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Look in your mirror, *close up*. Does your complexion show skin-faults through your make-up? Solitair gives you faultless beauty *even close up*.

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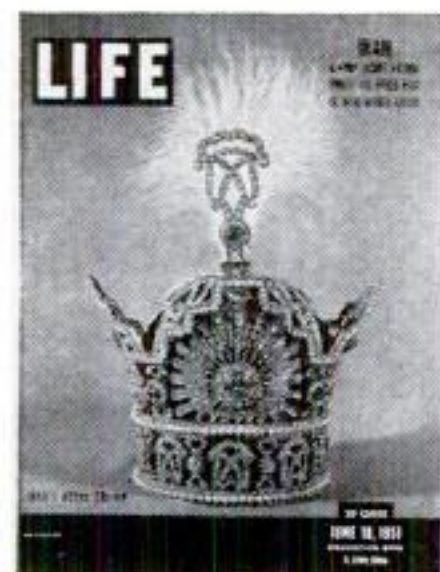
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LIFE'S COVER

The crown of Iran's present dynasty is the only royal crown ever to appear on LIFE's cover—either off or on a royal head. Its one large sapphire, two 19-carat dark rubies, five 40-carat emeralds, 200 pearls and 3,380 diamonds make it worth about \$1 million. The crown was made in 1925 and first used April 25, 1926, when the onetime stableboy Reza Khan became Reza Shah. It has been polished recently by jewelers at Boucheron of Paris, the Iranian imperial courts jewelers, and adjusted to fit the head of the present shah, whose coronation may be delayed by Iran's troubles (pp. 108-137).



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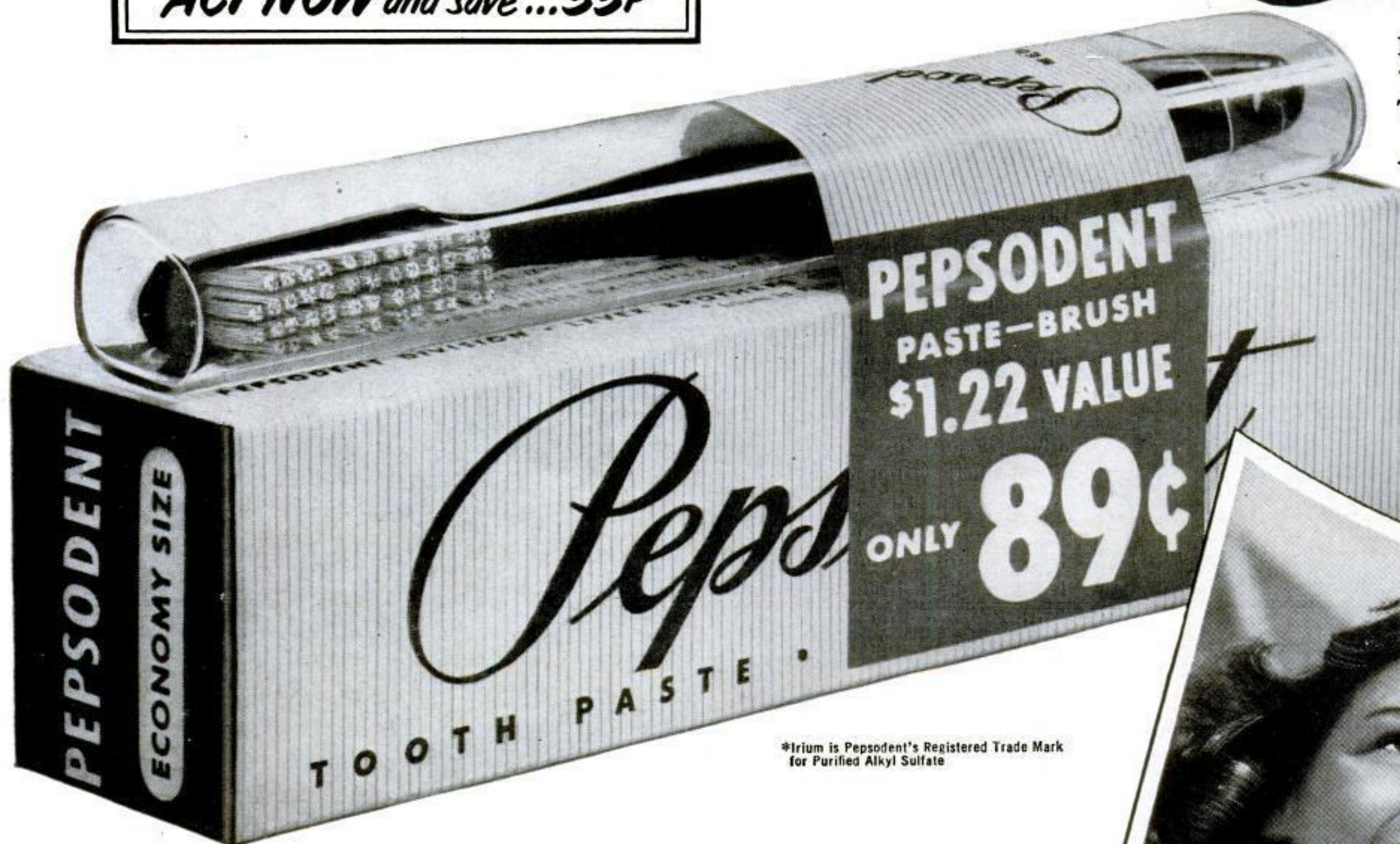
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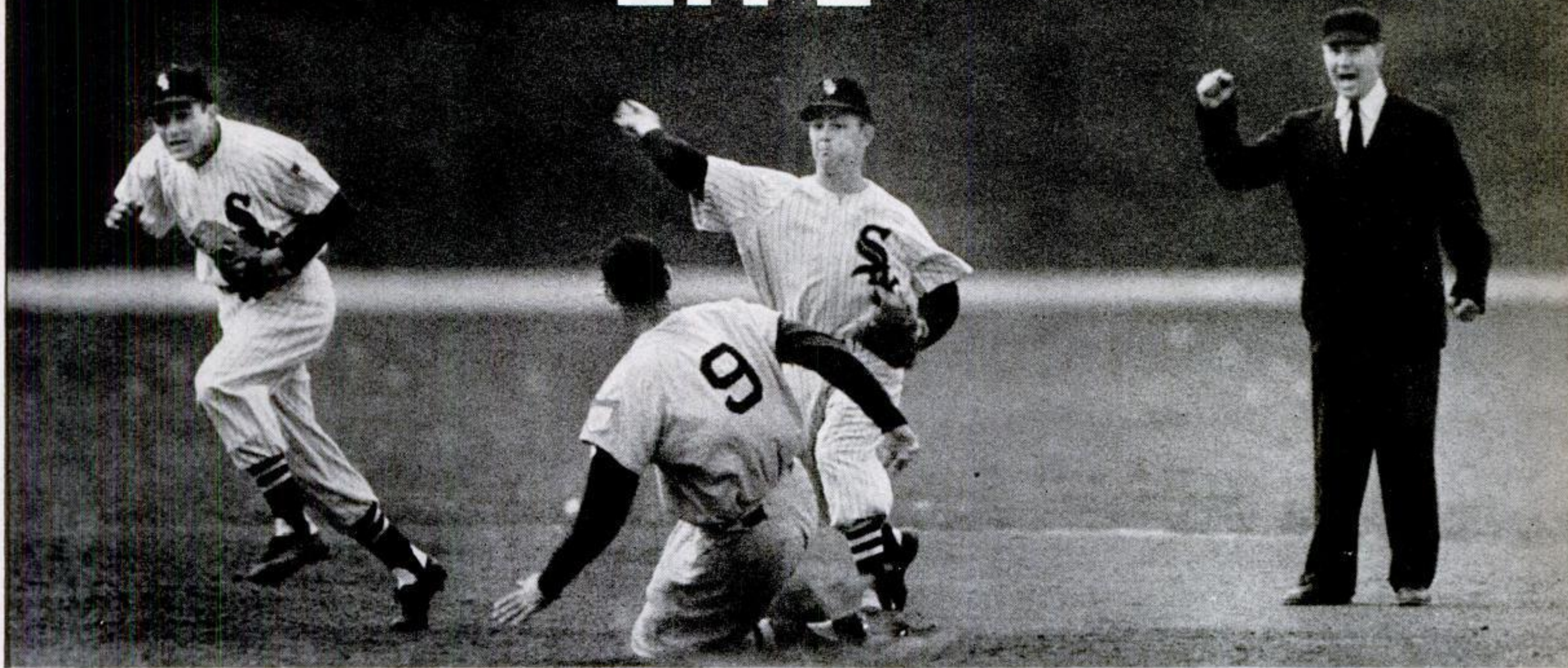
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HIS CHEEK BULGING WITH TOBACCO, CHICAGO'S NELSON FOX GETS TED WILLIAMS (9) AND THROWS FOR DOUBLE PLAY. AT LEFT IS SHORTSTOP CARRASQUEL

CHICAGO'S WHITE SOX ARE WHITE HOT

On Chicago's South Side last week the stockyards were empty and Comiskey Park was full. This was incredible enough, but the goings-on inside Comiskey Park, home of the White Sox, were stranger still. After 32 docile years the Sox suddenly had begun batting ferociously, running wild on the bases and ripping off slick double plays like the one above. They won 20 out

of 24 games and vaulted into first place in the American League, a feat that astonished fans everywhere and brought South Siders scurrying into the open, some for the first time since the great 1919 "Black Sox" scandal.

At the ball park the Sox fans cast off their inferiority complexes and really cut loose. They howled, fought among themselves and lit fires

in the stands. They kept an endless stream of torn paper fluttering down from the upper deck and threw lighted firecrackers at enemy outfielders. When a record 53,940 people jammed Comiskey Park one night last week to see Chicago play the Yankees, it was a fair indication of the happy hysteria the White Sox have aroused in fans of the underdog all over the country.

AROUSED WHITE SOX FANS SCREAM ENCOURAGEMENT DURING A RALLY AGAINST BOSTON. SOX HAVE HAD LOYAL FANS, FEW VICTORIES FOR THREE DECADES





AVOIDING SPIKES of Boston's Billy Goodman (10) as he slides into second, Shortstop Chico Carras-

quel cuts a fancy figure making double-play throw. He came to Sox by way of Venezuela and Fort Worth.

THE SOX PUT STRESS



ALERT FIELDING of bunt by Sox Pitcher Saul Rogovin almost led to triple play against Boston.



BOSTON BOBBLE of bunt down third-base line helped White Sox fill bases, led to a four-run inning.



TAG AT THIRD BASE is missed by Boston's Vern Stephens as Carrasquel skids into bag behind a plume of dust. During spring training the White Sox were

drilled hard in fundamentals, especially base running, and it has paid big dividends this season. In Busby and Minoso they have league's two top base stealers.

ON SPEED AND DEFENSE



GETTING THE JUMP on Boston pitcher (background), Chicago's Busby begins dash for stolen base.

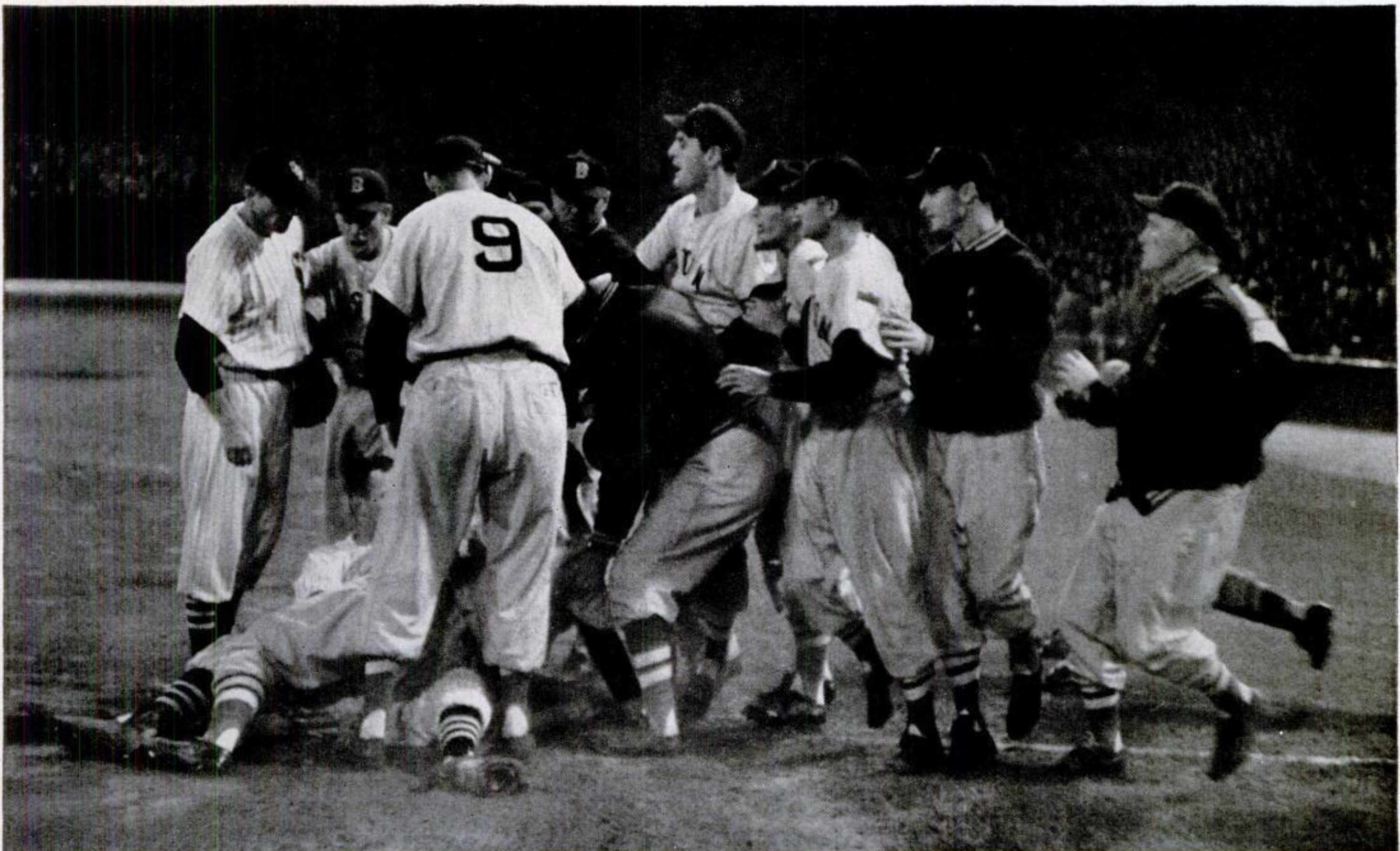


IN HIGH GEAR in later game, Busby rounds second on way to a triple. In college he did 100 in 9.8.



MIGHTY MISS twists Chicago's Orestes Minoso around in almost identical pose as Red Sox catcher.

A Cuban, Minoso's value as hitter is heightened by bold base running, stretching singles into doubles.



FIGHT AT FIRST BASE began when Boston's Johnny Pesky crashed into Fox, causing him to drop ball and spoiling possible Chicago triple play. When trouble

started a group of the Boston players, led by Ted Williams (9), stormed out of dugout. One Chicago fan jumped onto field to help but was ejected for his zeal.



BOSTON ROOTERS invaded Comiskey Park with barbecued lamb. Passing out a portion here is John Stack who operates a restaurant in North Chicago.



FAN AND STAR. Above at the left is owner Grace Comiskey, a tense enthusiast, and below is Orestes Minoso, the No. 1 prize for small-fry autographs.



White Sox CONTINUED



BOSS FRANK LANE (LEFT) GIVES SLUGGER EDDIE ROBINSON A PATERNAL PAT

HORSE TRADING PRODUCES WINNER FOR THE SOX

"You can't tell the players without a scorecard," is an honest cry at Comiskey Park. In the past 2½ years the traffic in ballplayers has been tremendous, involving about 80 players in 34 deals. General Manager Frank Lane (*above*), horse trader behind the deals, kept turning his talent over and over and improving it slightly with every swap.

He outfoxed Branch Rickey of Brooklyn in a deal for Chico Carrasquel, now considered the most stylish shortstop in the big leagues. He picked up Second Baseman "Nellie" Fox from the Philadelphia A's; Fox is now fighting for the league's batting championship. First Baseman Eddie Robinson came from Washington, and Robinson is at the top of the league in home runs and runs batted in. A three-cornered deal involving three clubs and six months of work produced Orestes Minoso, a Cuban who plays almost anywhere (they just say, "Go on out there, son, and play any position that's open."). Minoso is among the league's leaders in batting

and stealing bases. One of the three White Sox to be developed the conventional way, via the farm system, is Center Fielder Jim Busby, 24, a rookie who leads the league in stolen bases.

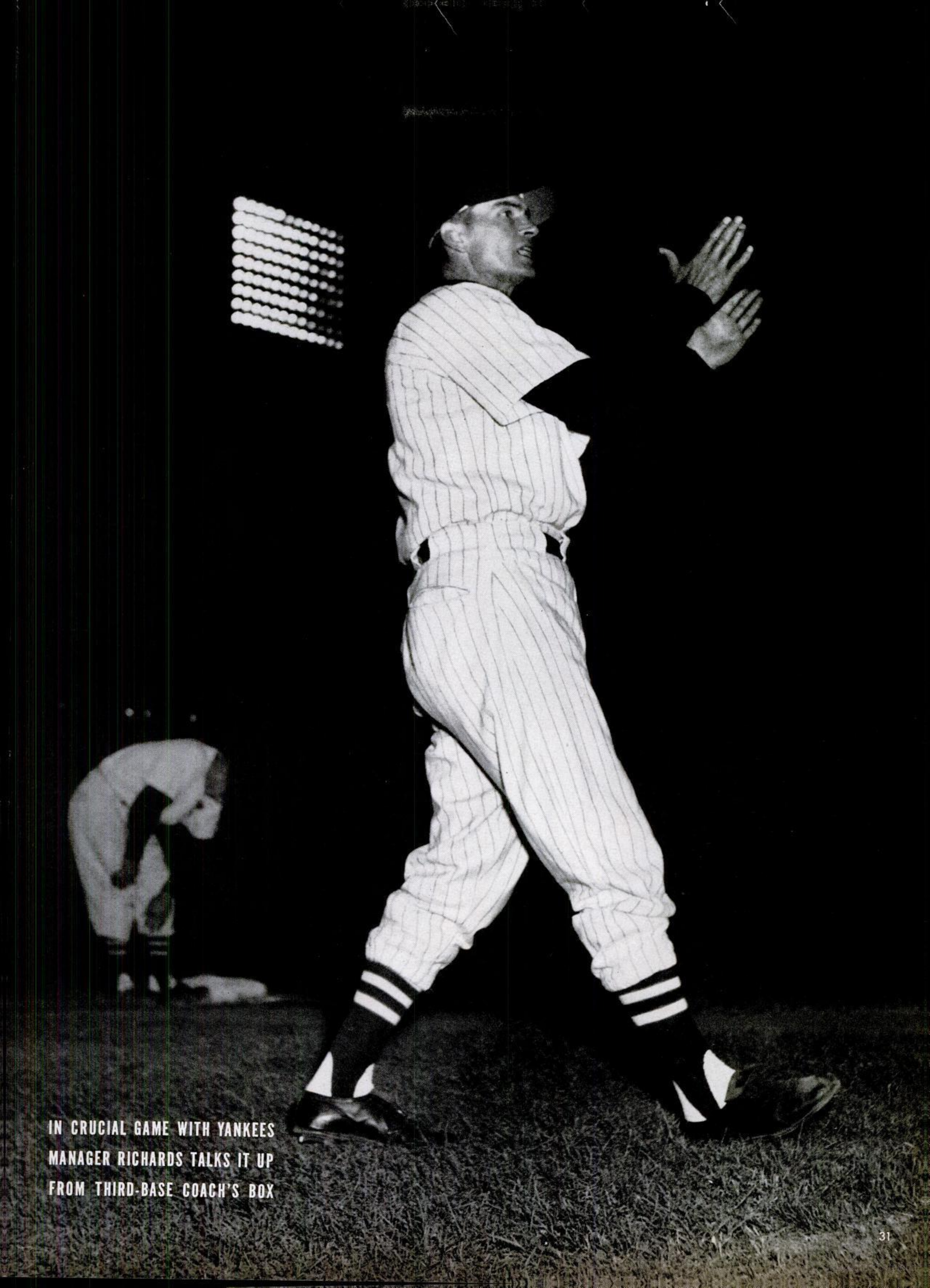
Another rookie is Manager Paul Richards, a native of Waxahachie, Texas, who has gotten maximum mileage out of the patchwork Sox so far. Frank Lane first saw him as an ambidextrous pitcher with Macon, Ga. years ago and got him on his team the first chance he got after becoming general manager in 1948.

The rocketlike rise of the White Sox has been erroneously credited to spirit. Says Manager Richards, "Spirit is all right until a team runs into a pitcher it can't hit. Then it looks dead unless it has speed." Whatever it was that was keeping the Sox up, it wasn't working when the Yankees blew into town last week and took an important series. But the Sox had already done better than anybody had a right to expect and with the help of some South Side body-English might even go down to the wire for a pennant.



INTENSE FEELING among White Sox supporters helped produce fight in stands. It began because

somebody waved a Boston banner and finally ended when the police arrived and tossed out ringleaders.



IN CRUCIAL GAME WITH YANKEES
MANAGER RICHARDS TALKS IT UP
FROM THIRD-BASE COACH'S BOX

AND NOW, MR. ACHESON?

HE PLEADED WELL; NOW IS HIS CHANCE TO RESTORE REAL UNITY

Not long ago a Democrat, Senator Paul Douglas of Illinois, addressed himself to Republican critics of Secretary of State Dean Acheson. "For goodness sake," he said, "let up [on your criticism of Dean Acheson] so that he can resign with honor."

If this is what Dean Acheson really wants—to resign with honor—now is his chance and it may never come again. Last week before the Senate investigating committee the Secretary of State presented his case. The immense research facilities of the State Department had never been more effectively marshaled to brief one man. It was a masterful brief and it was masterfully presented by one of the world's ablest lawyers. Mr. Justice Brandeis would have been proud of his old law clerk. In all fairness—and disclaiming all cynicism—no better case can ever be made now or in the future by Dean Acheson for Dean Acheson.

The Secretary met his critics with patient affability that was not shaken even by the provocation of indignant criticism. Against the very proper demeanor of a very proper man and his impressive array of data and documents his critics definitely appeared to disadvantage and much of their questioning failed to go to the heart of the controversy. Mr. Acheson explained everything. The unfortunate remark about waiting "until the dust settled" in China was not, he now says, a policy statement at all. It was a phrase "used to describe my own inability to see very far in this situation." Mr. Roosevelt's apologists used to defend Yalta on the grounds that only by concessions to the Russians could we civilize them. Mr. Acheson had a new explanation: only by conceding what was conceded could the Russians be prevented from taking by major force what they did in the end take anyway.

Mr. Acheson admitted nothing—neither past mistakes nor significant changes in foreign policy. Dean Rusk's speech on China (LIFE, May 28) promising aid, succor and hope to those fighting Red tyranny in China, he said, was merely a rephrasing of ideas long held by the State Department. However, Mr. Acheson did, in fact, indicate a certain welcome and important recognition of the hard facts of international life. In all his thousands of words of testimony he never once mentioned "peaceful coexistence" with the Soviet Union. He discreetly omitted all references to the now dead doctrine of "containment." There was no word or phrase that could be later used to rebuke the man or the Truman Administration with appeasement of Communism—now. The real enemy was identified beyond any shadow of a doubt.

Thus Americans are now generally agreed, in principle at least, on foreign policy.

There is no space here nor is there any reason to explore the long and tortuous path by

which this agreement was reached. The conduct of a nation's foreign affairs is a complex and difficult business in which it is not easy to see the way clearly or forthrightly at any moment to lay down aims and objectives. Even Mr. Acheson's most severe and continuing critics will concede that there were many extenuating circumstances—as he himself explained them—for his past policies. Mr. Acheson argues that it was very necessary to demonstrate at all times—and seventy times seven over—American goodwill in the face of Communist provocation and aggression. This is no time to cry about where these policies have led us; what urgently, very urgently, must concern us now is how we can stop Communist aggression once and for all and win a real victory over the one enemy that threatens our survival.

Not only because of the tragic case of China but because we were inexcusably slow to admit the overriding threat of an aggressive Communism everywhere, Mr. Acheson will be subject to continuing criticism. The fact that he has arrived now where many of his critics were long before him will not alter their criticism. Mr. Acheson must be the first to know that he cannot disassociate himself from his past. Our patent need now, as he himself surely must admit, is to formulate the kind of policy by which freedom can be established in the need of the 20th Century. Such a policy requires the generous and confident support of the whole country but agreement upon it can only be reached in an atmosphere free of violent partisanship. However much Mr. Acheson now feels justified or justifies himself he is astute enough to know that so long as he remains as Secretary of State he will not only have to explain the past but face partisan inquisitions on it. His friends recognize, and his enemies insist, that he remains the major obstacle to a dynamic purposeful unity of national effort. That being so, President Truman ought to permit Mr. Acheson to resign with honor. That is the patriotic duty the Administration now owes the country.

THE MOST PHOTOGRAPHED MAN OF THE WEEK →

These 42 photographs were all pictures of Secretary of State Dean Acheson that LIFE received last week, excluding a few near duplicates. Although they made him the most photographed man of the week, not one shows him testifying before the Senate committee which had him on the witness stand for eight days. The Secretary posed patiently before and after sessions, sometimes during the brief luncheon intermissions. He complained only once when he said to the insistent photographers, "That's enough—you're getting to be a bit of a nuisance."

A HORSE OF A DIFFERENT COLOR

Nobody seemed to care much when the Louis-Savold fight was piped into movie theaters instead of being televised for all to see. The heavyweights are hardly worth a gander these days let alone the price of a movie ticket. But it is a new trend in television and one that your average TV owner wasn't led to expect when he bought his set. The ads said then in effect, "Buy a TV set and see the fights free." Up to now the general assumption has been that TV, like the radio, would be operating as a public utility on public sufferance and supported by the advertising dollar.

If TV is now going to be used as a means of bolstering the fading movie attendance, the FCC may wish to have another look at the industry. TV, by becoming directly a branch of the entertainment business, surrenders an important public service function. There is a good case for the viewer paying for what he sees—either at the theater box office or by means of some meter attached to the set. But when he does he acquires new rights and privileges. Like the moviegoer, he acquires the right to stay home, not to drop a quarter in the meter or to turn on the long-neglected radio.

When TV begins to charge us for what we see, let its high chieftains be well advised that they will have to give us something better than the Louis-Savold fight, dreary nightclub comedians or the idiotic quiz shows that now make up so many telecasts.



NEXT-TO-LAST RITES FOR JIM

**Ex-farmer rehearses his funeral
to make sure that all will go well**

When he retired four years ago at the age of 70, James Nelson Gernhart, an ex-farmer and homesteader, began worrying about how good a funeral he would get when he died. Seeing how their relatives handled his sister's funeral did not reassure him. So, being a forthright man with a practical approach to life's problems, Jim—as he is known all over Burlington, Colo.—decided that the best way to make sure his own funeral was done right would be to hold a test run right now. He himself could thus be on

hand to observe, correct and make improvements in what went on.

He bought a handsome casket (right), a \$465 headstone of which he obtained a cardboard model (inset) and a cemetery lot in Goodland, Kan., 32 miles away, "because I wouldn't be caught dead in Burlington."



MODEL OF HEADSTONE

As news of what he planned to do spread, Burlington recoiled indignantly; the first minister Jim hired backed down, then his hymn singers quit and the pallbearers he asked to carry his casket had to go out of town.

But when it discovered that it couldn't stop him, Burlington became philosophical about Jim Gernhart's funeral plans. Last week, when he held the next-to-last rites for himself, eight local businessmen acted as active pallbearers (upper right), and there were 18 more as honorary ones. Almost half of Burlington (pop. 2,200) packed the local armory, which he had to hire because the school board aloofly refused Jim the use of the town Community Center. ("Does a man good to see so many people out to bury him," commented the remains.) The Rev. S. H. Mahaffey's funeral sermon extolled Jim as a man who had done many kindnesses for individual townspeople without general knowledge (which is true). "Ain't that guy a preaching fool?" whispered Jim. And when the recorded strains of *The Old Rugged Cross*, one of the musical numbers that he had personally selected, blared forth, tears came to Jim's eyes. "Real nice funeral, ain't it?" he sighed contentedly.

It was also the biggest thing Burlington had ever seen, and when it was over, and the local paper had published Jim's obituary notice, the town estimated that the funeral had cost him about \$4,000. But the next one will cost him next to nothing, for a friend took down the whole thing, even the sermon, on a wire recorder so it may be played back when he dies. And Jim, a nondrinker and nonsmoker, figures the funeral really didn't cost him anything, anyway. "Man who drinks spends \$1 a day on it, and a smoker spends 25¢ a day besides," he said. "If you just saved that money for a year instead, anyone could buy himself a nice casket like I got."



"IT'S REAL COMFORTABLE," said Jim, fingering the peach-colored velvet lining of his casket.

"There don't many guys get in one of these things and then get out." Solid copper, the casket cost about



BEST TIE was pressed by Jim on the night before. He borrowed the plain shirt because he had none.



MINISTER who eulogized him, the Rev. S. H. Mahaffey, came to Jim's house to plan service and music.



ACTIVE PALLBEARERS, local merchants and stockmen, carry the casket from Jim's modest house

to hearse which transported it to the armory. He hovered (*center background*), watching every detail.



A PACKED HOUSE heard the 55-minute service which Jim (*lower right*) attended in his best suit,

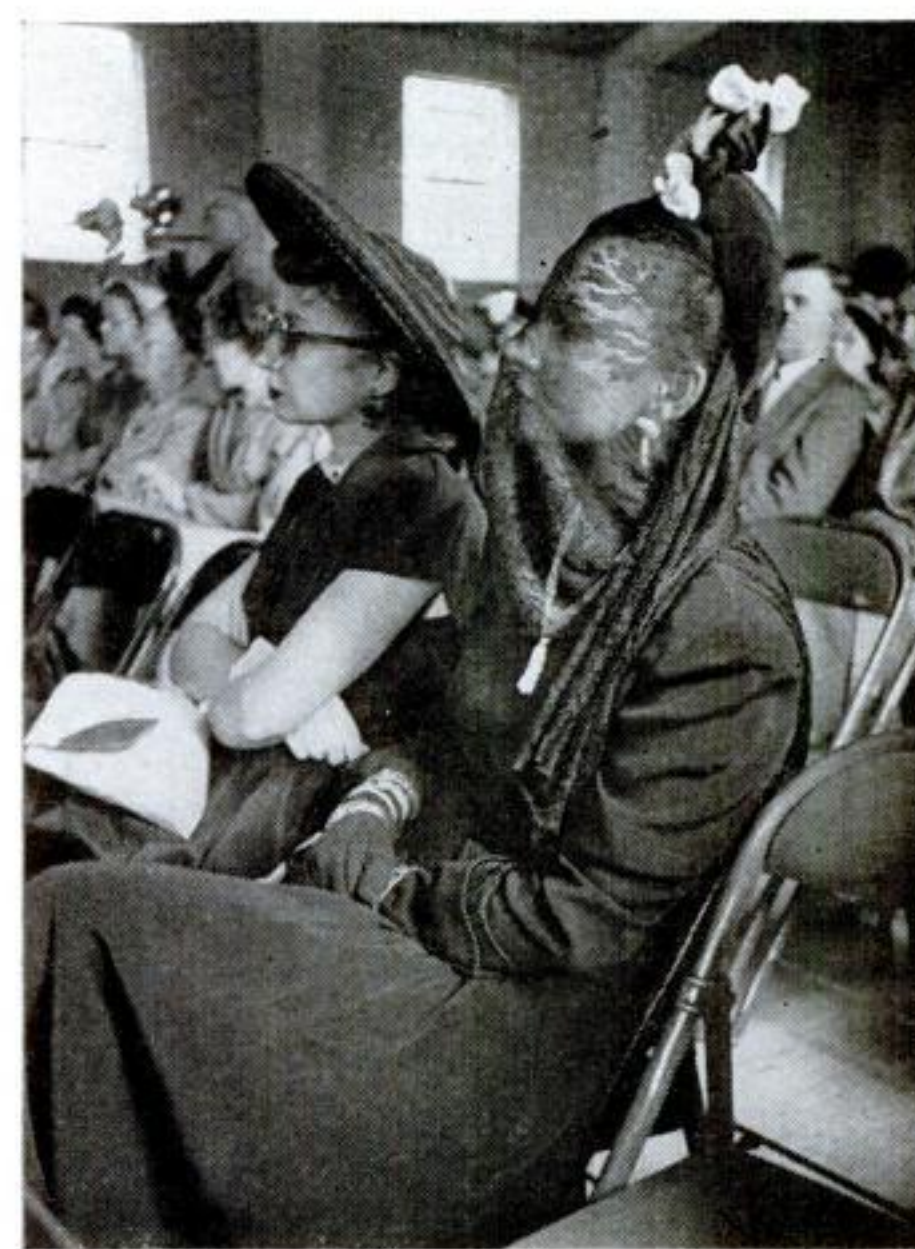
bought in 1925 for \$75. Listening, he grew long-faced and melancholy, like one who has suffered a great loss.



PRE-FUNERAL LUNCH was tendered his friends and reporters by Jim, who prepared most of the food.



"THE DECEASED" drove to the service in hearse, leaned out to wave gaily to friends seen en route.



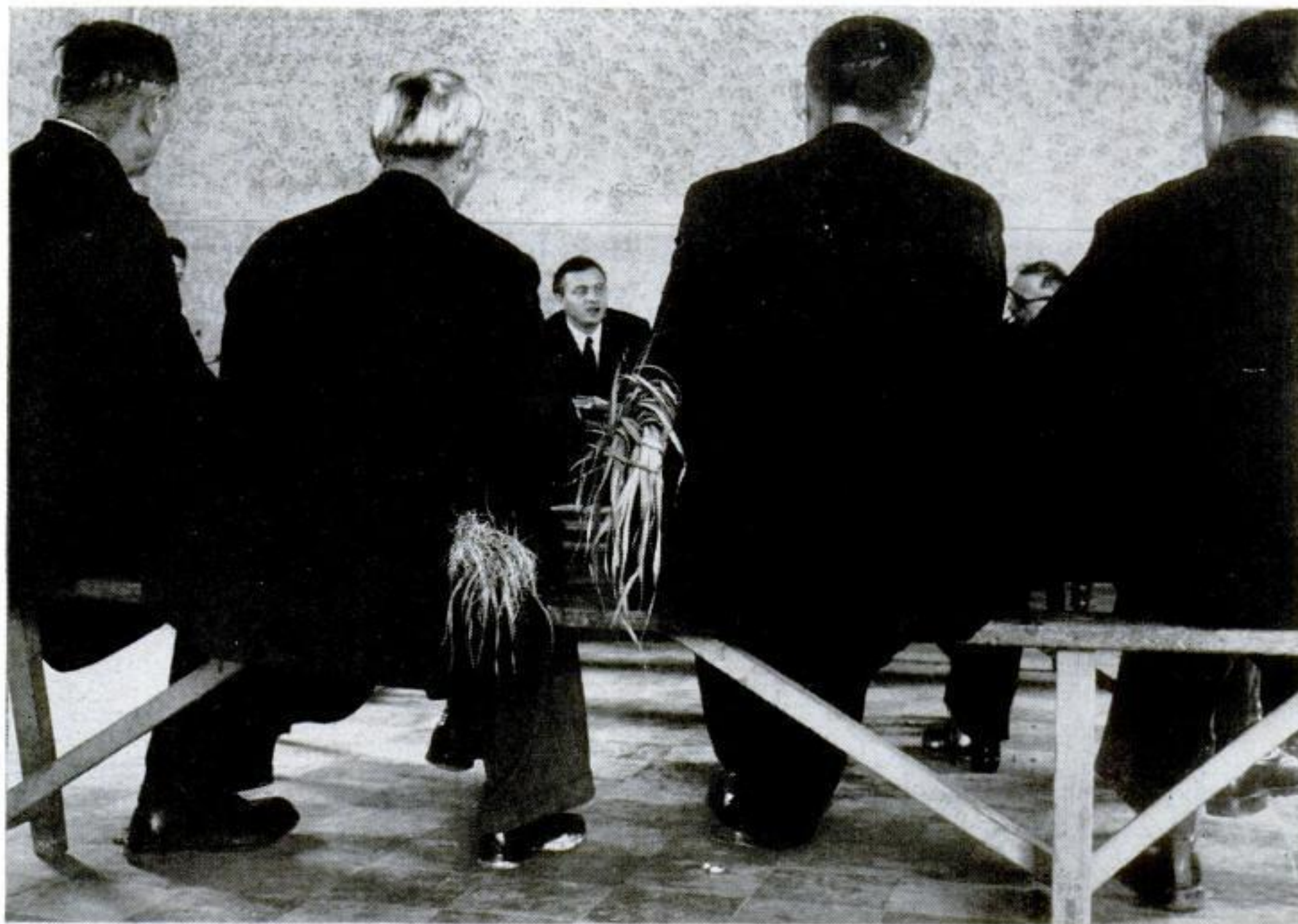
MOURNERS included the wives of two of Jim's close friends who dressed appropriately in black.



RIGHTIST CANDIDATE Gaston Palewski, once high in Free French movement, pleads R.P.F. case.



SOCIALIST AUDIENCE at rally in Paris hears line spelled out: "Avoid dictatorship of right or left."



A HANDFUL OF FARMERS INTERRUPT THEIR MARKETING TO LOOK OVER A CANDIDATE (FACING CAMERA)

FRANCE HEARS MANY VOICES

Middle parties band together for first general election since 1946

In France last week it was impossible to escape the voice of the politician, and there was more than normal confusion. For the first time since 1946 when the liberated republic voted in a coalition government, the citizens were preparing for a general election. The issues were never clearer, the solutions never more involved. There were three main choices. The French could repudiate their present Socialist-Liberal middle-of-the-road government which had put the nation in firm alliance with Western democracies; they could take a sharp turn left and embrace Communism, or they could turn right behind General Charles de Gaulle, who poses as the man who gave the republic back to France and can give it glory for the future. His R.P.F.

(Rally of the French People) was making its formal debut in a general election, and to meet its threat, along with the continuing Communist threat, the dissolving legislature had come up with a typically complicated counterattack. It was a new electoral law which, except in the Paris area, enables separate parties to run their candidates in alliance. It was carefully drawn up to freeze out the Communists and the R.P.F., and strengthen the Third Force. In France's 90 Departments, her 15 national parties and scores of local and splinter parties have crossed and criss-crossed their lines into more than 800 different alliances. The political bedfellows frequently were bitter antagonists, but against Communists and the R.P.F. they were united.



COMMUNIST CANDIDATE Madeleine Marzin shakes fist and denounces opponents, as other party

figures carry on their own conversation. Of the 310 women candidates in election, half are Communists.



CONSIDERING THE ISSUES, French peasants listen quizzically to Gaullist speaker at meeting in the little town of Beaupréau. The night was wet and at the

last minute the meeting had to be shifted from the hall where it had been originally scheduled to a nearby hotel, but 150 voters from the area showed up anyway.



MARGARET'S MARATHON BEGUILES BRITAIN

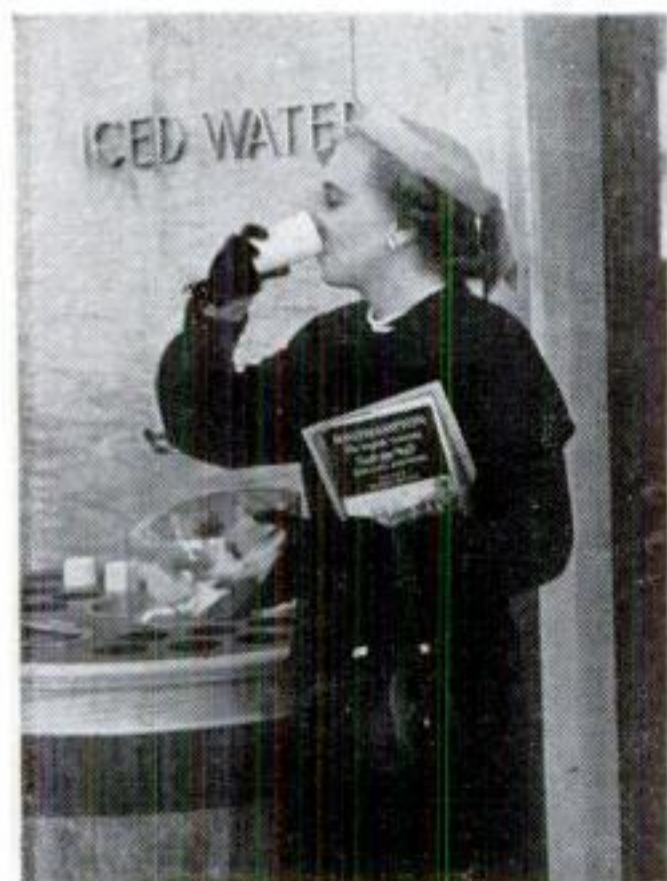
A Truman charmer on tour just won't wear out

As bright as a daisy and as indefatigable as any lesser American sight-seer, Margaret Truman toured England last week on the first leg of a six-week vacation in Europe. She had arrived in the harbor of Southampton (opposite page) with a minimum retinue of U.S. Secret Service men and one secretary. She had an avowed desire to travel "just as a tourist." In the next 11 days she managed to see the Tower of London, Westminster Abbey, the Trooping the Colour ceremony and many other traditional attractions. But Tourist Truman was the daughter of the President of the U.S., and in a crammed schedule before crossing to the Continent, the 27-year-old girl from Independence, Mo. also dined at Buckingham Palace with the Queen of England and the King of Norway, went to a dance in her honor with the Princesses Elizabeth and Margaret, lunched with ex-Prime Minister Winston Churchill and later with Prime Minister Clement Attlee and had tea with the Archbishop of Canterbury.

She also dealt daily—and successfully—with the unending curiosity of an escort of British newspapermen, who to a man praised her as a gracious, well-mannered and attractive ambassador without portfolio. Having just completed a strenuous series of radio and television broadcasts, Margaret told reporters she would do no singing abroad, but added, "Of course, if the king and queen ask me to . . . that's different." As it turned out, they didn't, and Margaret hurried on. One leg-weary reporter in the entourage which accompanied her to the Festival of Britain Exhibition observed, "She's as bad as Mrs. Roosevelt. You just can't wear her out."



WHAT MARGARET SAW included Princess Elizabeth, who took her ailing father's place to review Brigade of Guards at the Trooping the Colour on his birthday. Said the President's daughter, "I have never seen anything so thrilling."



AT SOUTHAMPTON she eagerly drank ice water and remarked, "They said I couldn't get this in Britain."



AT WESTMINSTER ABBEY she attended Sunday services. Her father had advised, "See a lot of cathedrals."



VISITING CHURCHILL at Chartwell, she found him in cowboy hat and siren suit which he still loves to wear.



ARRIVING FOR A CONCERT at Festival Hall, Margaret was escorted by Ambassador and Mrs. Gifford.



CROSSING FENCE outside Tower of London, Margaret is escorted by an official and a "Beefeater" warder.



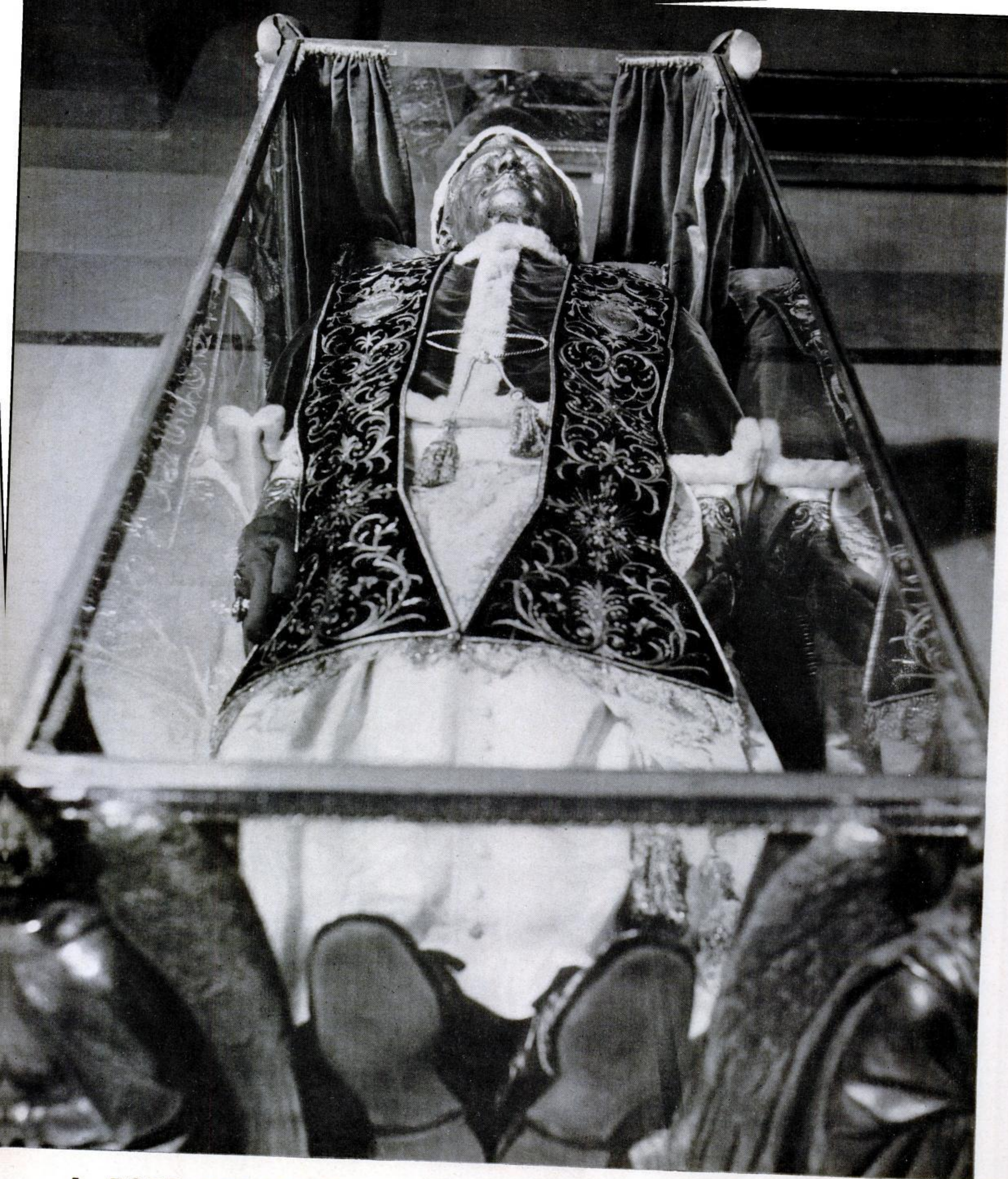
IN TOWER MUSEUM she viewed the trappings of knights, showed surprising knowledge of ancient armor.



TOURING THE SITE of London's Festival of Britain, Margaret covered major exhibits in fast 40-minute tour.



IN EVENING DRESS she went to Haymarket Theater, following afternoon visit to the House of Commons.



A POPE BEATIFIED

In silver mask and velvet cape
exhumed Pius X becomes blessed

To his fellow cardinals, before they named him Supreme Pontiff of the Roman Catholic Church in 1903, the future Pope Pius X had pleaded tearfully he was not worthy. Last week, at St. Peter's in Rome, Pius X was beatified. The "unworthy one" was the first pope so honored in 279 years. His body had been exhumed from the basilica grottoes for the ceremonies and as the *Te Deum* was chanted, a veil was drawn

from the crystal sarcophagus (above). The dead pope had been reclined in a white robe, ermine-trimmed velvet cape and red-and-gold stole. On his face was a silver mask and on his hands were red silken gloves and a great papal ring. For answering prayers and miraculously curing two stricken nuns, and for his virtues, he will be known as Blessed Pius. Some day it is almost certain that he will become Saint Pius X.

WIN! WIN! WIN! 20 CONTESTS IN 20 DAYS! ENTER EVERY DAY!

\$50,000 ^{IN CASH} FOR VACATIONS!

Awarded by Oxydol, Dreft and Camay!

1140 Cash Prizes in All!
EVERY DAY FOR 20 DAYS
1 PRIZE OF \$1,000 CASH!
ALSO EVERY DAY FOR 20 DAYS
55 OTHER BIG CASH PRIZES!



Just complete this sentence in 25 additional words or less:

"I keep (NAME OF PRODUCT) on hand because..."
FILL IN OXYDOL OR DREFT OR CAMAY

Here's your chance of a lifetime to win big cash prizes for your vacation. Any day for 20 days, you may win \$1,000 in cash for that trip to Europe or some other vacation you've always longed for. And there are 55 other cash prizes totaling \$1,000 a day plus 20 daily \$500 bonus prizes! Think of it—there are 1140 cash prizes, totaling \$50,000 in this big contest! So, enter now... send in as many entries as you want!

BIG \$500 BONUS EVERY DAY

OFFERED AS ADDITIONAL PRIZE
 to the \$1,000 prize winner who accompanies entry with box top from Giant Economy-Size Oxydol or Dreft or three Bath-Size Camay wrappers.

Here's all you do! You know the products. So, just write from your experience and finish the

following sentence in 25 words or less: "I keep (Name of Product) on hand because..."
(OXYDOL OR DREFT OR CAMAY)

So, write one now—write two—write all you want! Just be sure each entry is accompanied by an Oxydol or Dreft box top or three Camay wrappers. See rules for mailing address and closing dates.

It's easy to write about any of these great products! You know how new deep-cleaning Oxydol gets clothes deep clean—sparkling clean—with just one rinse... how new self-washing Dreft does your dishwashing work for you—ends washing, ends wiping... how Camay's rich, fragrant lather gives all your skin a luxurious beauty treatment! Just tell us why you keep any one of these products on hand. Remember, not fancy writing, but your own sincere reasons for liking these products will do the most to help you win!

HERE ARE SOME SAMPLE SENTENCES TO HELP YOU WIN! YOU'LL FIND SOME MORE ON CONVENIENT ENTRY BLANKS NOW AT YOUR DEALER'S!



"I keep Oxydol on hand because, with just one rinse, it washes my clothes deep-clean—gloriously white, beautifully soft, wonderfully sweet-smelling."



"I keep Dreft on hand because Dreft takes the work out of dishwashing, gets my dishes and glasses sparkling clean, yet is wonderfully mild for my hands."



"I keep Camay on hand because its rich, fragrant lather gives all of my skin a luxurious beauty treatment in my daily Camay beauty bath."



Imagine the thrill of a carefree vacation at a world-famous seashore resort or...



glorious, relaxing days under the cool pines at some palatial mountain retreat or...



discovering the continental delights of the world's most glamorous city—Paris!

IT'S FUN!

Just Follow These Simple Rules!

1. Complete this sentence—"I keep (choose one—Oxydol, Dreft, Camay) on hand because..." in 25 additional words or less.
2. Use official entry blank or write on one side of a plain sheet of paper. Print plainly your name and address.
3. Mail to Contest, Cincinnati 1, Ohio. Send as many entries as you want, but enclose 1 Oxydol box top, or 1 Dreft box top, or 3 Camay wrappers (any size) with each entry. If you enclose 1 GIANT ECONOMY-SIZE OXYDOL box top, or 1 GIANT ECONOMY-SIZE DREFT box top, or 3 BATH-SIZE CAMAY wrappers with your entry and you win \$1,000 cash, you will also receive an extra prize of \$500.
4. There are 20 separate contests, each with an identical list of prizes. A new contest each day (except Saturdays, Sundays and 4th of July) from June 11 to July 9, inclusive. Entries received before midnight, June 11, will be entered in the first day's contest. Thereafter, entries received on any contest day will be entered in that day's contest. All entries received on Saturdays and Sundays will be entered in the contest for the following Monday. Entries for the final (20th) contest must be postmarked before midnight, July 9 and received by July 23, 1951.
5. Prizes awarded each day will be:
First Prize... \$1,000 Cash (with an extra prize of \$500 Cash, provided the requirements in Rule 3 are met.)
5 Second Prizes... \$100 Cash Each
50 Third Prizes... \$10 Cash Each
6. Entries will be judged for originality, sincerity, and aptness of thought. Judges' decisions will be final. In case of ties, the full prize tied for will be awarded to each tying contestant. No entries will be returned. Entries, contents, and ideas therein belong unqualifiedly to Procter & Gamble for any and all purposes.
7. Any resident of the Continental United States (including Alaska) and Hawaii may compete except employees of Procter & Gamble and its advertising agencies and their families. Contest subject to all Federal and State regulations.
8. The first prize winners' names will be announced daily beginning approximately Monday, June 25, over one of these radio programs: "Ma Perkins", "Lorenzo Jones", or "Pepper Young's Family". All prize winner lists will be available on request approximately two months after the close of the last contest.

HURRY! CONTEST CLOSES
MIDNIGHT, JULY 9, 1951

Life with Linkletter...



8:30 am... Many hands! Washing the car is light work for the Linkletters because Art and his wife, Lois, have five willing helpers in their Beverly Hills home. Jack's the oldest. Then comes Dawn, Robert, Sharon and Diane. The car, as even little Diane knows, is a Henry J—Fashion Academy car of 1951!



9:15 am... Off to work! Millions know Art Linkletter's radio and television programs: "House Party" (CBS); "Life with Linkletter" (ABC-TV); "People Are Funny" (NBC). But no audience peeks at this scene from his *private* life! Publicly *and* privately, Art says his Henry J will *save* him about \$600 the first 10,000 miles!



12:30 pm... Time for lunch! Art has broadcast from airplanes and submarines, even from a bosun's chair dangling from the roof of a skyscraper! But today there's time for a leisurely lunch at the Brown Derby. And he *always* relaxes in his Henry J... its comfort and ease of handling make it more *restful* to drive!



3:30 pm... Now for a workout! In college Art was a swimming, basketball and handball star. Today he's on the Board of Management of the YMCA, produces the fund-raising "Hollywood Bowl-Y Day." But he *saves* funds with his Henry J... up to \$538 on first cost alone, compared to other full-size cars!

Kaiser-Frazer's

Henry J



the Fashion Academy

and Kaiser-Frazer's *Henry J*



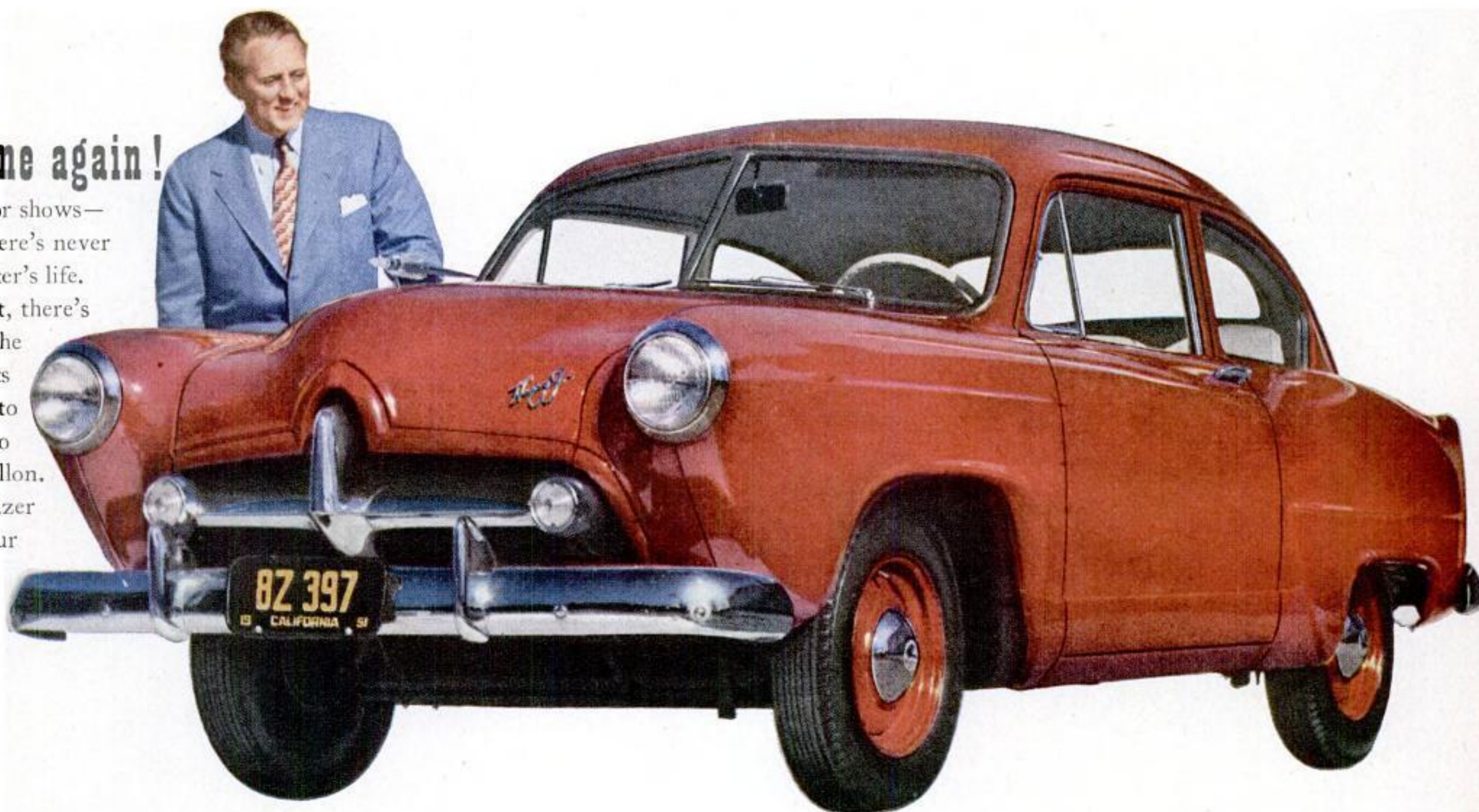
9:40 am... On to Hollywood! A nice day for driving, and a good time to think up new ideas for his next program! People usually describe Art's quiz shows as "zany." Contestants may be shot from cannons or deposited on desert islands. But there's nothing zany about his Henry J. It can *save* him about \$100 a year on gasoline alone!



11:00 am... First stop! For fifteen years Art has enjoyed finding out what makes people tick, and then *making* them tick on his shows. Rehearsals are frequent, but somehow he finds time to run several other business enterprises and to be the ideal Daddy to the five little Linkletters!

10:00 pm... Home again!

No more rehearsals or shows—until tomorrow! There's never a dull day in Linkletter's life. And take it from Art, there's never a dull mile in the Henry J! And it costs less to buy, to drive, to maintain... gets up to 30 to 35 miles per gallon. Ask your Kaiser-Frazer dealer how much your Henry J can save for you!



Car for today \$1321 Delivered at Willow Run, with Federal taxes paid (without spare tire and tube). Only de luxe bumper guards and local tax (if any) additional. Price subject to change without notice.

© 1951 KAISER-FRAZER SALES CORPORATION, WILLOW RUN, MICHIGAN

Before we pick the oranges, we test the juice right on the tree!



We squeeze 'em with care! Concentrate and quick-freeze the juice minutes after squeezing!

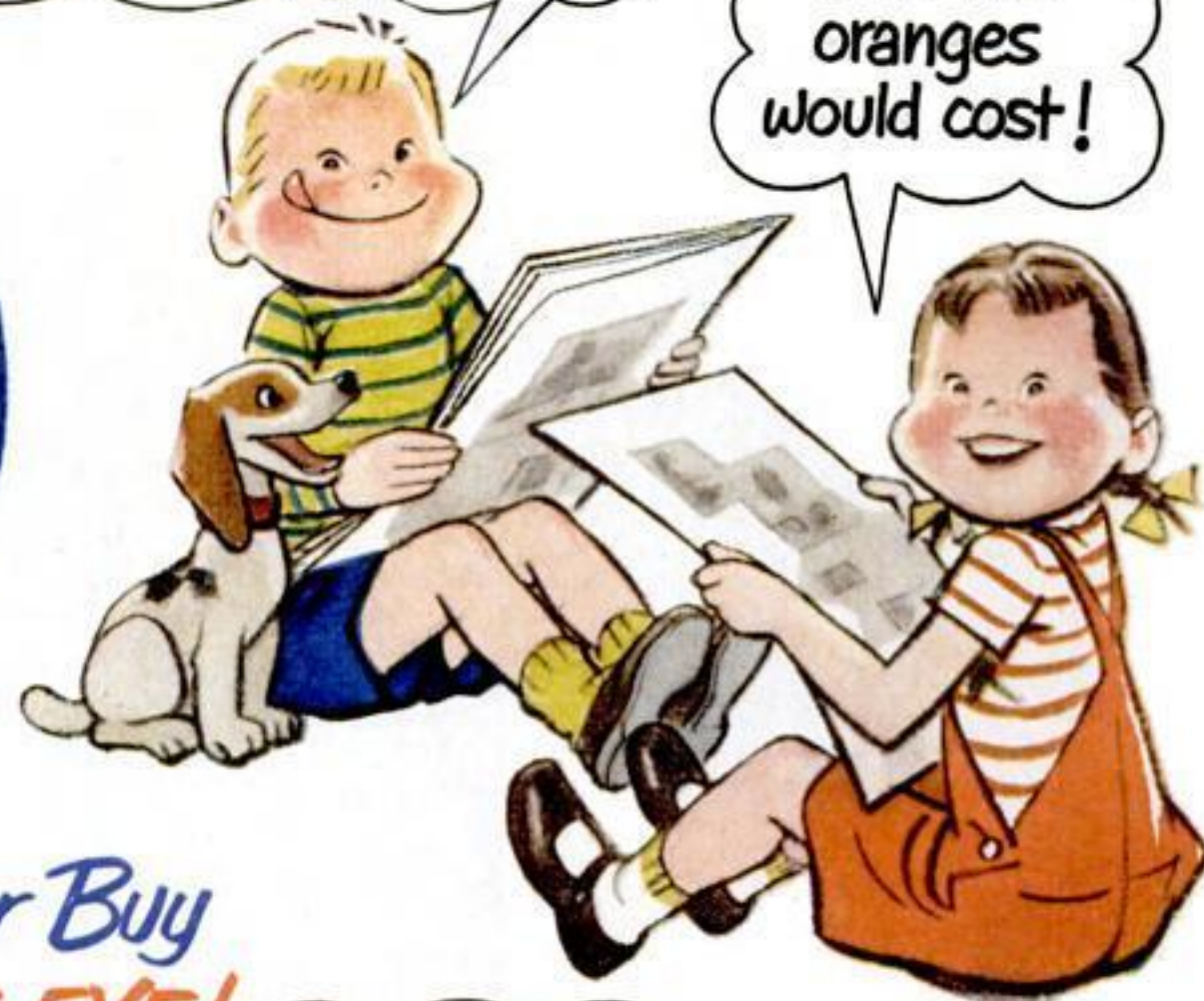


A snap to fix! Just add water, shake or stir!



"It tastes better than just-squeezed!" That's what Food Editors say!

You pay less than the oranges would cost!



Better Buy
BIRDS EYE!

WHAT QUICK-FROZEN FISH OUTSELLS THE NEXT MOST POPULAR BRAND **2½ to 1**

BIRDS EYE
THEY TASTE BETTER!

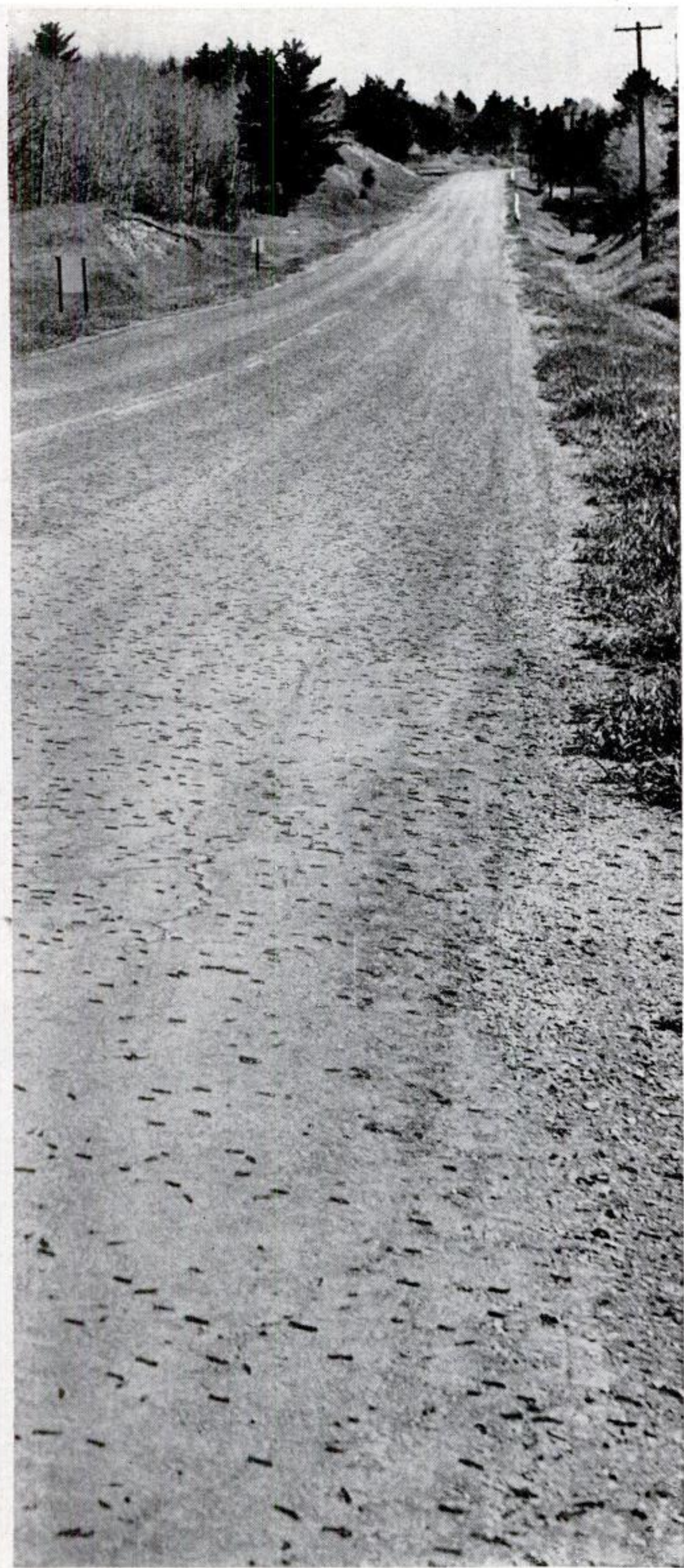


Guaranteed the best you ever drank or your money back!



Products of General Foods

Copyright 1951, General Foods Corp.



CATERPILLAR CATARACT

It is engulfing the northern roads and forests

Up near Cass Lake in northern Minnesota last week highways like U.S. Route 371 (*above*) were slippery as in wintertime and trees beside them were unseasonably bare. Both were covered with billions of caterpillars which had just hatched and were eating their way across the land. In Ontario they closed down schools and stalled trains with their slimy bodies. Men have used flame throwers and DDT to fight them. But this week a more formidable counterattack is in progress: thousands of cuckoos are flying north to feast on caterpillar, their favorite food.

Fresh Youthful Hair Loveliness *with this finer shampoo care*



Photograph by Horst.

Countess Betsy Von Furstenberg, beautiful young actress, always uses
Conti Castile Shampoo.

For fresh, youthful hair loveliness leading beauty authorities say: "*Pure Castile is the Best Shampoo.*"

Conti Castile Shampoo gives you the same fine hair care that leading hair stylists use . . . pure castile at its finest . . . containing *pure imported olive oil* to bring that silky soft, naturally lovely look. Its natural oils guard the health of the scalp and condition the hair perfectly to take and hold its wave.

A hundred years ago, lovely women made Conti Shampoo from famous Conti Pure Castile Soap, imported since 1836. Their demand led to the development of today's famous Conti Castile Shampoo in liquid form.

Absolutely pure and mild, you know Conti is safe. It contains *no mysterious ingredients*, has *no drying* or irritating effect on the scalp, is universally recommended for every type of hair . . . and requires no conditioning agents or after rinses.

For really lovely hair, be sure to use Conti Castile Shampoo regularly.

Conti *Shampoo*
PURE CASTILE

Now also available in Canada

Rain or Shine... Only Ansco Guarantees Perfect Snapshots!

Yes, you call them perfect OR YOU GET A NEW ROLL, FREE.

Indoors or out...in any weather...in any camera!

Don't trust to luck with ordinary film. Now get clear, sparkling snapshots in all weather, in any camera . . . at no extra cost.

Ansco All-Weather Film gives the results you want or return

negatives with carton or guarantee bond for new, free roll. *Only Ansco makes this guarantee.* At dealers everywhere!



IT'S ALWAYS *Sunny* WITH ALL-WEATHER FILM!



ANSCO, BINGHAMTON, N. Y. A DIV. OF GENERAL ANILINE & FILM CORP. "FROM RESEARCH TO REALITY"

MYSTERY OF THE JETS

Eight crash almost simultaneously in Indiana

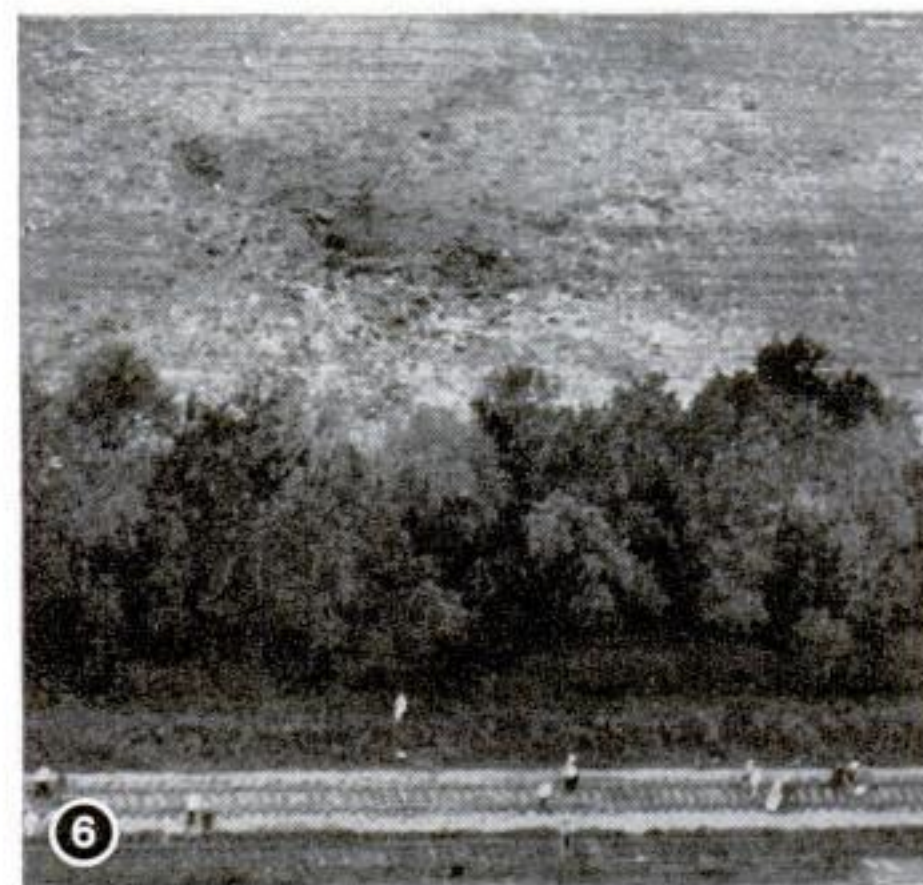
One day last week, over Indiana, eight Air Force Thunderjets suddenly plunged out of the sky and crashed onto the flatlands. They were part of a flight of 71 planes on a training run from Austin, Texas. Three pilots were killed; some of the planes, shredded to pieces, left only holes in the ground. How could it have happened to eight planes almost simultaneously? They had flown into a mild electrical storm. Could that be the answer? Or did their maintenance crews slip up? Or was it sabotage? The Air Force could only say that it had launched an investigation into the strange catastrophe of the plummeting jets.



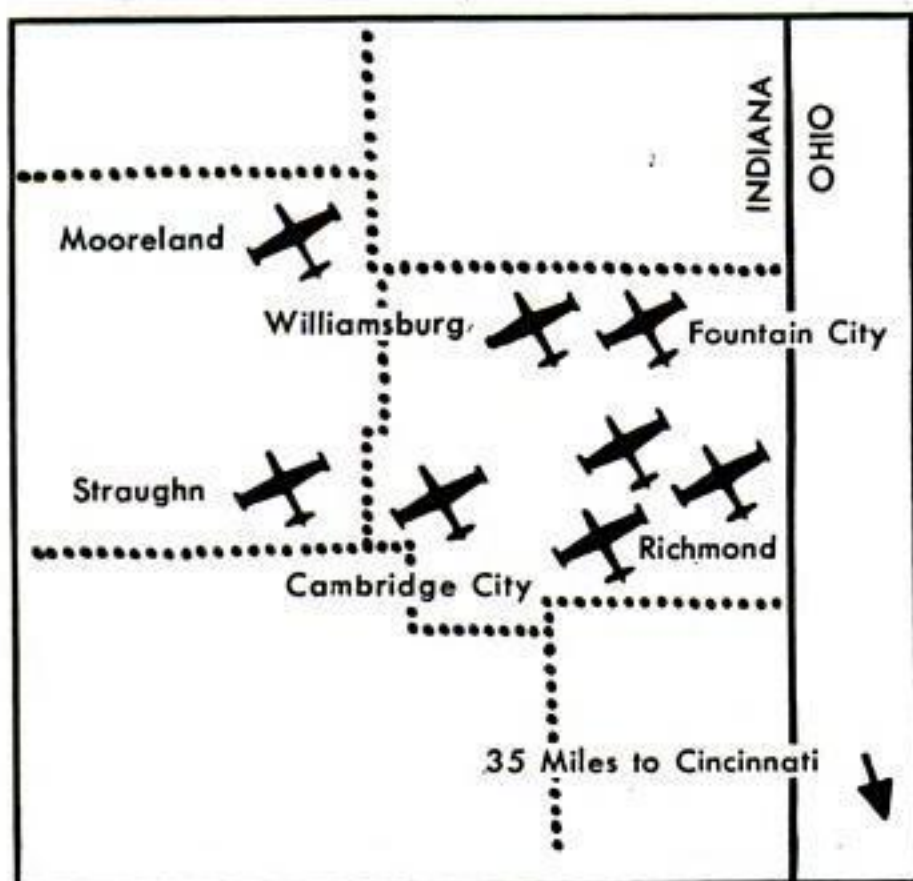
DEBRIS of three Thunderjets near Richmond, Ind. is a tangle of wreckage as the planes were either smashed beyond repair or disintegrated with the



CRASH-LANDED JET near Straughn, Ind. sits nose-in on a field as some onlookers drive up and an Air Force helicopter lands to investigate accident.



WRECKAGE of remaining jets lies near three towns in Indiana. At left, near Fountain City, jet blew up, leaving a hole. Plane in center, near Williamsburg,



CRASH AREA of jets was startlingly small. Only 25 square miles, it reveals that the disaster overtook each of 8 planes almost at once.



impact. The pilot of the plane in picture at left skidded his jet across the field and was only slightly hurt, while the pilot of the plane (center) was killed.



BROKEN IN TWO on farm near Mooreland, Ind. this jet is surrounded by curious people. It caught fire when it hit and the pilot was burned to death.



was least damaged of all, while a dent in the soil at right and scattered particles are all that remain of the plane that plunged down near Cambridge City.

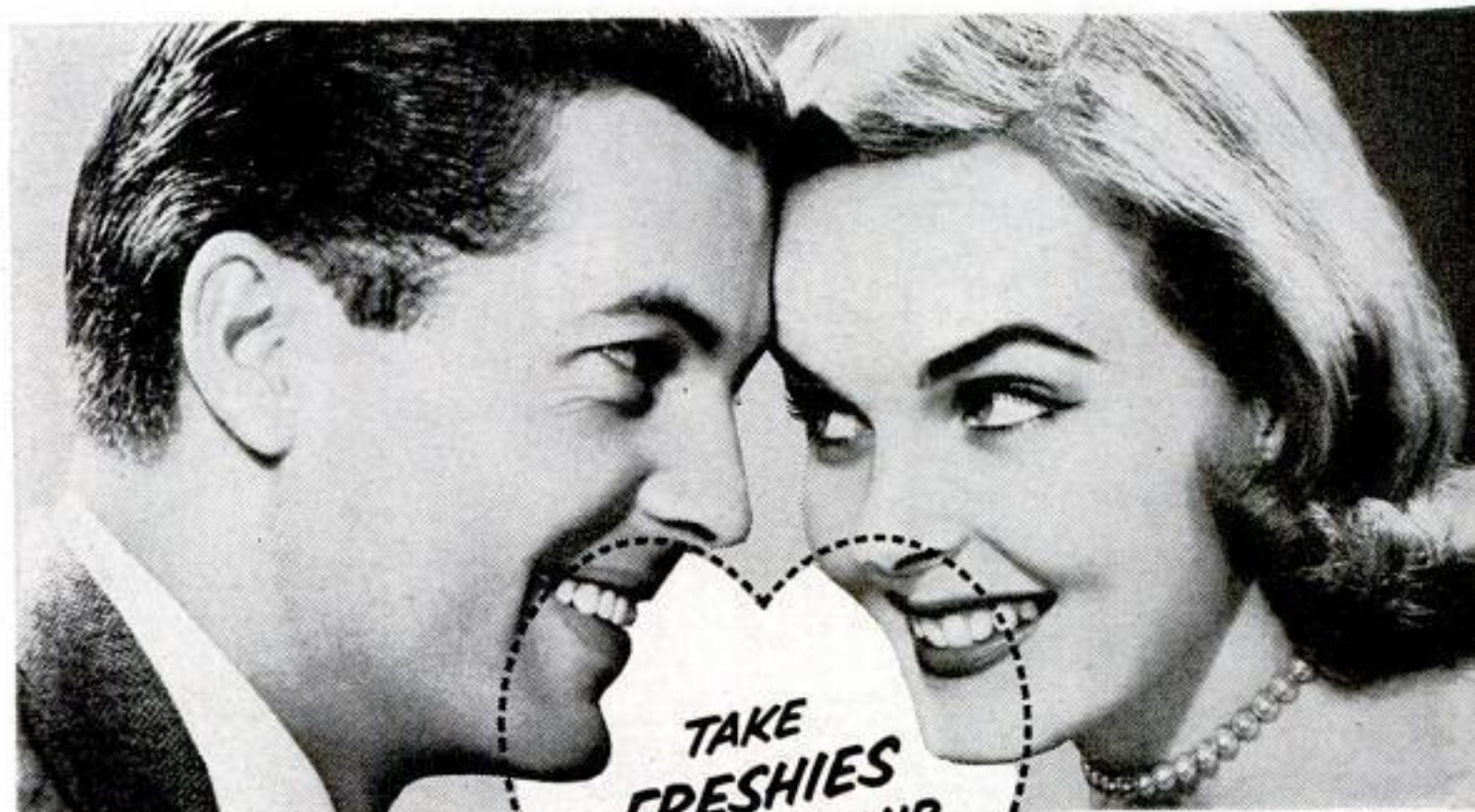
READ HOW
CHLOROPHYLL*
—Nature's own magic green leaf
deodorant—PURIFIES YOUR BREATH.
Recently reported in
READER'S DIGEST

New!

FRESHIES

Stops Bad Breath in 1 to 3 seconds!

Keep your breath Fresh all day long!



PLEASANT TASTING!
NOT A PILL...OR
MEDICINE. EAT
FRESHIES LIKE CANDY!

Here's what
FRESHIES
do for you!

Unlike ordinary breath sweeteners and mouth washes, **FRESHIES** do not mask one odor with another, for fresh-tasting **FRESHIES** contain a Chlorophyll compound — from Nature's green magic deodorant. So harmless you can take **FRESHIES** frequently, for maximum day-long protection.

EAT the onions on the hamburger, the garlic sauces, the cheeses!

JUST TAKE FRESHIES AND BREATHE EASY!

DRINK when and what you want... the glass of beer or wine, the cocktails.

JUST TAKE FRESHIES AND BREATHE EASY!

SMOKE your favorite pipe, or cigar, those frequent cigarettes!

JUST TAKE FRESHIES AND BREATHE EASY!


PROOF!

The effectiveness of Freshies to remove offending mouth odors has been proven in clinical research at a famous university.



At drug, candy and cigar counters everywhere

10¢



DOUBLE-HEADED TRIPLE WHAMMY

The gangsters, neurotic killers and sadists who bedevil TV took a back seat on a recent *Lights Out* play (NBC-TV). The star, Burgess Meredith (*above*), presaged a new, and not necessarily happy, trend in TV monsters by playing a three-eyed Martian. Adding his own triple whammy to these goings-on, the *Lights Out* host, Frank Gallop (*below*), also sprouted a third eye at program's end.





for
swimming...

for
slimming...

there's
nothing
like
a Jantzen!

it's fabulous the way a Jantzen performs
on the body...the wonderful way it moulds
and smooths...the wonderful way it makes you look
and feel. There's nothing like it in the world...nothing
even remotely touches this dream for girls, the most
perfect swim suit ever made...finest nylon taffeta,
one-piece or two-piece 16.95...nothing like these
precision-tailored deluxe all-nylon boxers 4.95
...nothing like the fabulous new Jantzen colors.
Get yours...they're at most stores.


finest nylon
figuremaker
swim suits



Matching Jantzen swim caps
and Jandals in stunning pastels

FLEISCHMANN'S GIN



*Makes America's Most
Delicious Gin Drinks*
Because

...It's the Gin that gives you all 4

★ QUALITY ★ SMOOTHNESS ★ TASTE ★ MIXABILITY

*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF • THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, NEW YORK.



PRESENTED BY HIS MATES WITH NYSIA ADVOCATE FAITH, "THE BEST DAMN HEIFER ON THE EAST COAST," C.P.O. ERIC BINDER FINDS HE HAS TO WIPE HIS EYE

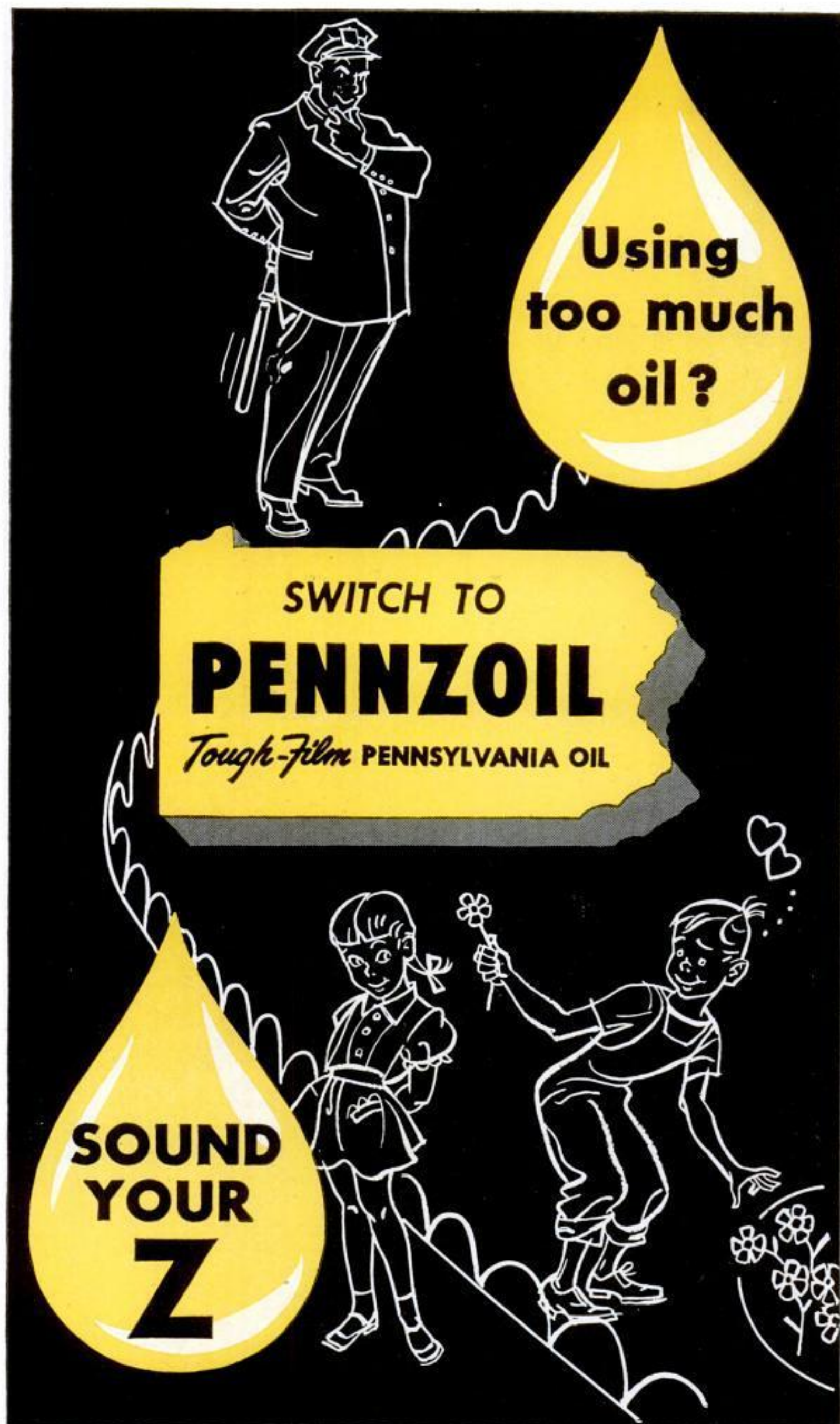
CHIEF'S HEIFER

Given an unusual "four-stacker,"
Coast Guard veteran weeps thanks

For years Chief Hospitalman Eric Binder of the Coast Guard raced, by plane or helicopter, to the scene of hurricane disaster or sea crash to bring in the injured. More than once it was his skilled emergency care that saved a life. While Binder was saving lives he was also saving money to pay for a small farm to which he and his wife Ada would some day retire.

Last month, after 25 years' service, the day of retirement came. What was to have been a

routine rite at Brooklyn Coast Guard Air Station became a touching ceremony: a beautiful golden Guernsey heifer was led out and presented to Binder. "You worked on four-stackers so long," joked one of his associates, "we thought you ought to have one." But Binder couldn't laugh. This unexpected gift from men he had worked and dared with for a quarter century proved more overwhelming than the heaviest sea. It made Chief Hospitalman Binder weep.



If you pay 40c or more a quart for motor oil, you're entitled to Pennzoil Quality this summer

Grade for grade, the better a motor oil, the longer it stays in your engine. By the same token, the longer it lasts, the higher its quality.

So, when you switch to Pennzoil to use less oil, you can be sure that this same tough-film Pennsylvania oil also gives your engine the finest lubrication possible. Pennzoil resists carbon, sludge and corrosion to keep your engine clean and smooth-running for all kinds of driving.

Switch now. Get your full money's worth at the Pennzoil sign. Sound your Z for genuine Pennzoil.



PENNZOIL MOTOR OIL AND LUBRICANTS AT BETTER DEALERS, COAST TO COAST

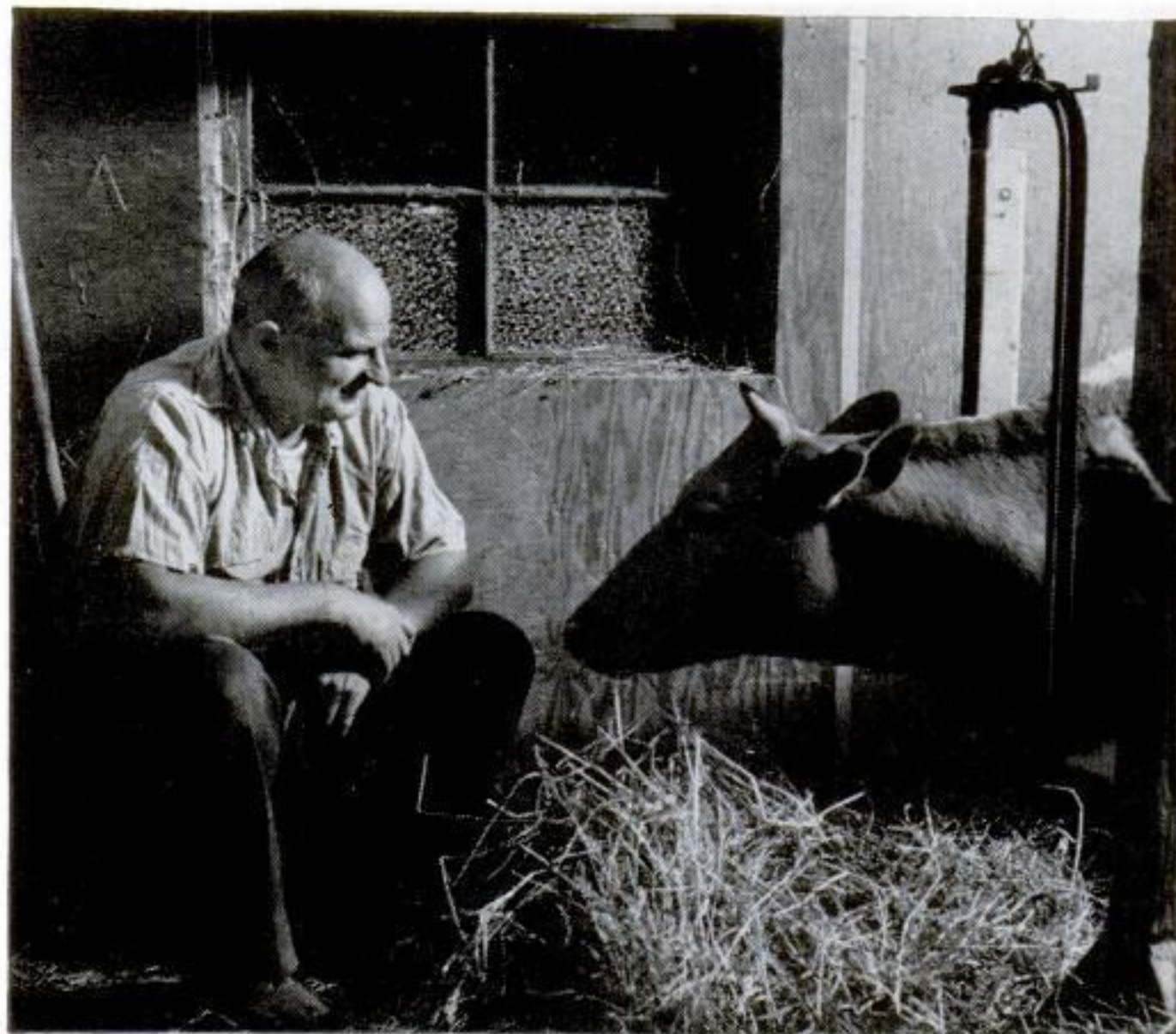
Member Pennsylvania Grade Crude Oil Assn., Permit No. 2

PENNZOIL® GIVES ALL ENGINES AN EXTRA MARGIN OF SAFETY

Chief's Heifer CONTINUED



FAREWELL CEREMONY began when unsuspecting Binder stepped up (center) for retirement papers. Heifer had been hidden at crash-boat station.



ON HIS FARM, 75 acres near New London, Conn., Binder feeds new heifer, which is valued at \$600. He renamed her "Basta" (for Brooklyn Air Station).



HOME FROM THE SEA for good, Eric Binder relaxes with his wife. He was a German air pilot in World War I, came here in 1922 and became a citizen.



No other Bond

can match that

Kentucky Tavern

taste

**Bottled-in-Bond
100 Proof**

*Distilled and Bottled Under
Supervision of the U. S. Government*



T H E A R I S T O C R A T O F B O N D S

© Glenmore Distilleries Company, Louisville, Ky.



RIPPLE OF ROCKETS

From a sheltered valley on the central Korean front, a Marine platoon sends 4.5-inch rockets flaming toward two companies of enemy troops (beyond hill, *left*) during repulse of Communist second spring offensive. Using six rocket launchers with 24 tubes each, the platoon

in a matter of seconds blasted Red positions with 144 rounds—a barrage which rocketmen call a “ripple.” But dust clouds raised by the rockets’ afterblast (*right*) gave away the Marine location, forced the platoon to move after three ripples to avoid counterbattery fire.



THE HILLSDALE—19-inch Million Proof television in a luxurious Traditional cabinet. Has built-in antenna, phono-jack for a record changer like the popular "Victrola" 45 attachment. Mahogany or walnut finish, limed oak slightly higher. RCA Victor 9T126. \$475.

For a room with a view—

insist on **19" RCA VICTOR**
TELEVISION

It's Million Proof—quality proven in over ^{two}~~one~~ million homes



Listen to Arthur Fiedler and the Boston "Pops" Orchestra Mondays at 10 P.M. New York time on your NBC station.

Prices shown are suggested list prices including Federal Tax. Subject to change without notice and to Government Price Ceiling Regulations. Slightly higher in far West and South.

You can't match this view anywhere! Big 19" RCA Victor television . . . pictures a whole roomful of people can watch comfortably . . . pictures with the quality that only America's favorite television can give you. New circuits and extra-powerful picture-pickup mean the best possible reception.

Today, over two million families enjoy RCA Victor television in their homes. Insist on it for yours! Prices start as low as \$219.95. And remember—only RCA Victor owners can buy the RCA Victor Factory-Service Contract for expert installation and maintenance. Buy it with your set. If you already own an RCA Victor set *without this protection*, call the RCA Service Company for a maintenance contract now.

"Victrola"—T.M. Reg. U. S. Pat. Off.

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WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION

CORN SUFFERERS

Amazed at Speed of

WONDER DRUG



New BLUE-JAY Corn Plasters Contain PHENYLUM for Fastest, Surest, Complete Corn Relief Ever

When corn sufferers tested New-Formula Blue-Jay Corn Plasters, three out of four said, "Best corn treatment ever!"

It's Blue-Jay's new Wonder Drug that does it! *Phenylum*, newest, fastest-acting, most effective corn medication ever developed.

In tests, *Phenylum* went to work 33% faster, was 35% more effective than other remedies. Removed corns in 19 out of 20 cases—a better record than any other agent!

Say good-bye to painful corns! Get New-Formula Blue-Jay with *Phenylum* at your favorite drug counter, now!



WITH FRIEND'S HELP, MACKENZIE (LEFT) AND PRICE SHOW PERILS OF "OUTMODED" FOUR-IN-HAND

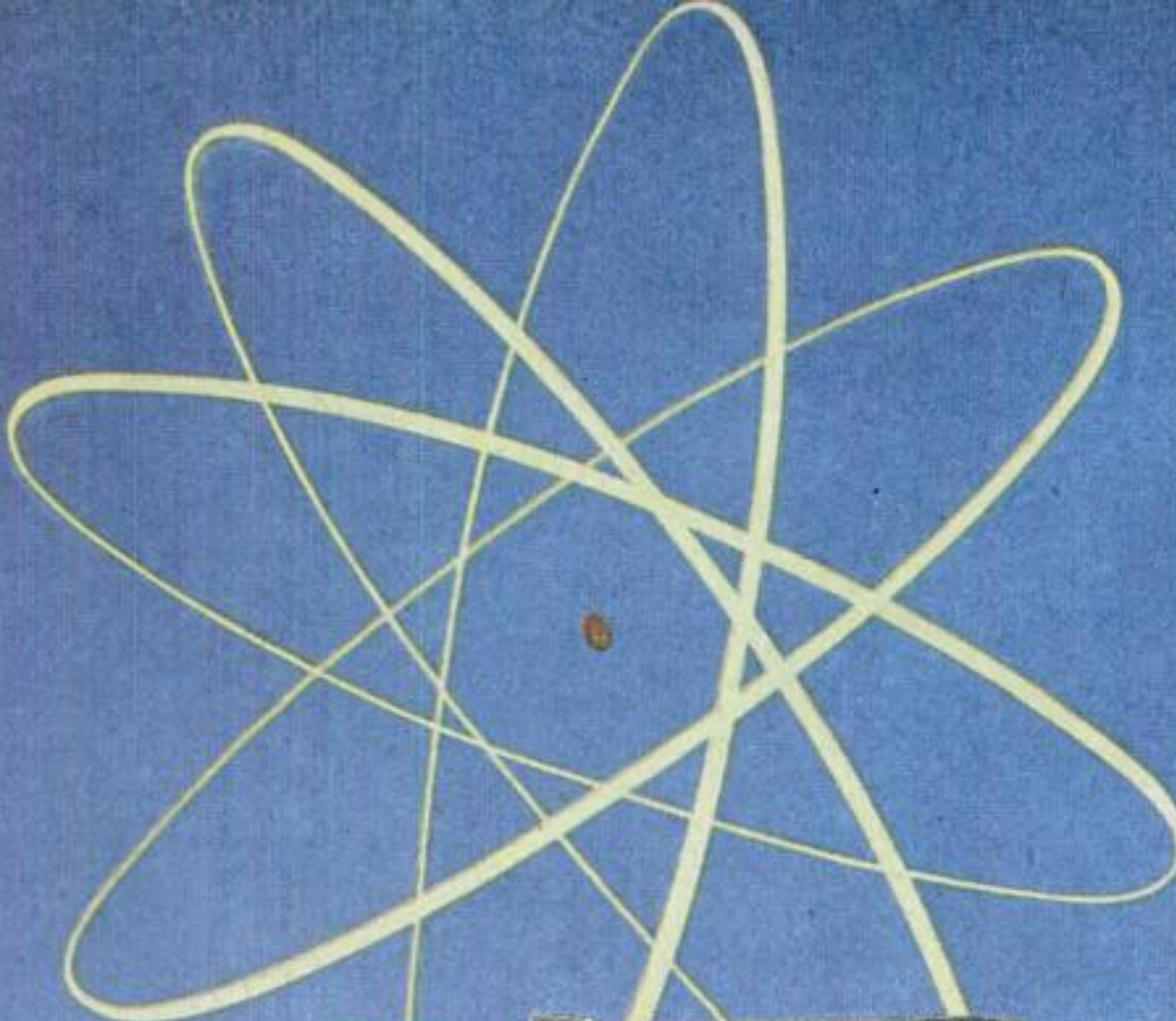
New School Ties

HARVARD STUDENTS CAPITALIZE ON NARROW BOW FAD

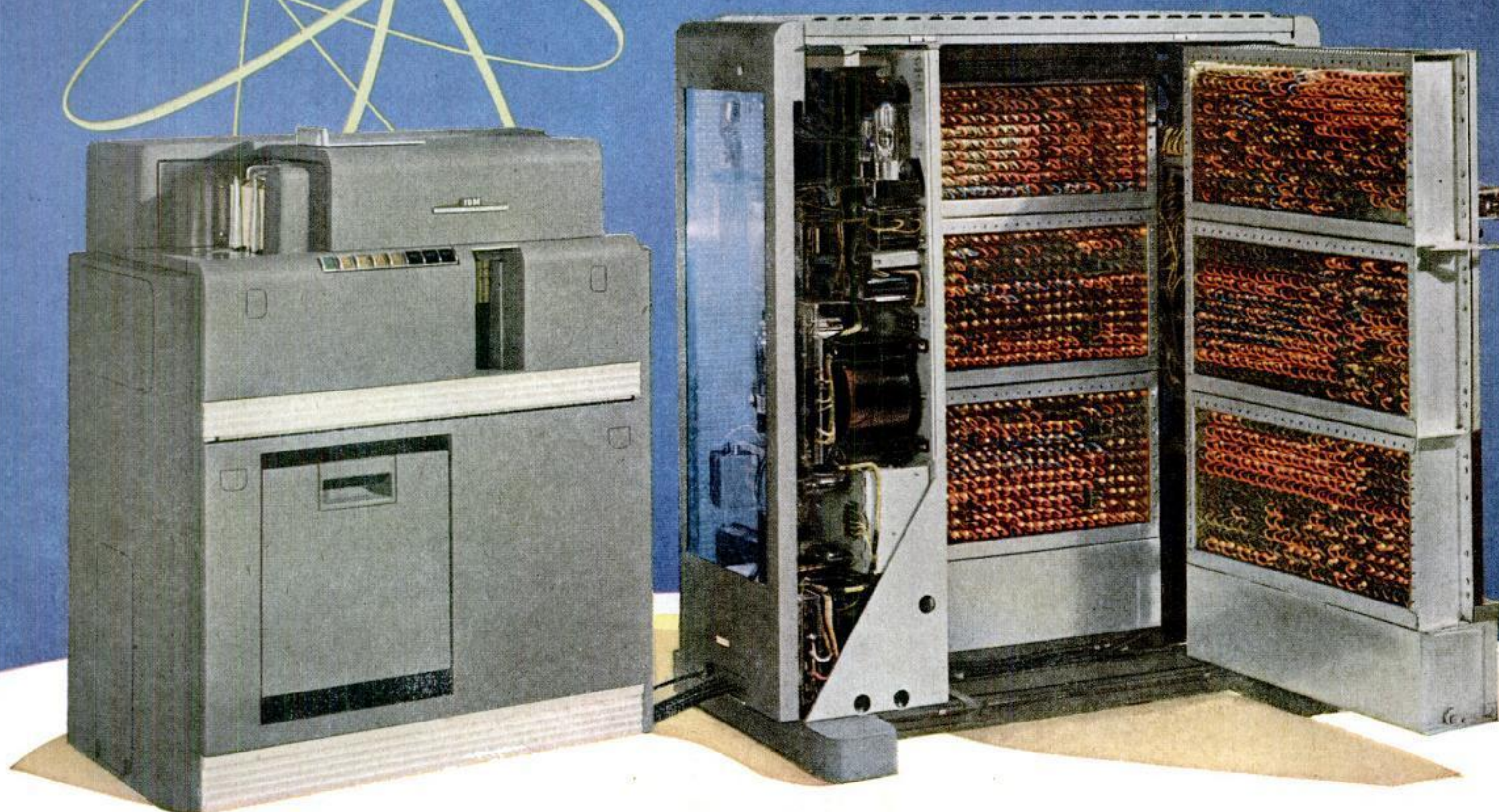


ARDENT BOWMEN, all Harvard students in \$1.50 "MacKenzies," show popularity of narrow neckwear.

The alarming scene above shows what some college students will do for a course credit. Asked to analyze the management of a new business for a Harvard Business School course, Jack MacKenzie and Stanley Price decided to start their own. Careful research showed that narrow bow ties—the sort which adorn an increasing number of U.S. bow wearers—were relatively cheap and easy to make. MacKenzie and Price learned to run a sewing machine, made time and motion studies of the stitching operation, then passed on their knowledge to a private sweatshop of students' wives working at home. They kept costs down by paying the willing wives only 25¢ per tie and buying fabric remnants. Using spectacular methods to undermine the four-in-hand and publicize their products, they have sold 1,800 "MacKenzie Ties" in off-campus shops since February. The largest orders came from 150 Business School graduates who chose a crimson model as their class tie, and from a Dartmouth fraternity (four dozen). "MacKenzies" are carried by a growing number of outlets and net the partners about \$125 per month. With their course in Business Administration passed and money in the bank, the "tie-coons," as they call themselves, last week were waiting to see what U.S. business might proffer two campus entrepreneurs.



You are looking inside the world's most remarkable business machine . . . the IBM Electronic Calculator. It solves accounting and research problems faster than any other commercial calculator in general use.



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... at electronic speed!

IBM's vast engineering know-how is helping American business, industry and the Armed Forces get the answers . . . fast. Through its leadership in applying electronic principles to calculators and other types of punched card business machines, IBM has given greater speed, accuracy and economy to the nation's vital processes of calculating and accounting.

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INTERNATIONAL BUSINESS MACHINES
590 MADISON AVENUE • NEW YORK 22, N. Y.



Cooking on Ice

HOT-WEATHER MEALS FOR A WEEK CAN BE PREPARED IN ONE MORNING,
THEN PUT AWAY IN REFRIGERATOR TO JELL OR CHILL BEFORE SERVING



When hot weather comes and appetites slacken, the consumption of soft drinks and ice cream goes up while proteins and vitamins are likely to be neglected. This is unfortunate because almost everyone leads an active, outdoor life during the summer and the need for a proper diet is greater than ever. Yet there is a simple way to correct this deficiency. By planning carefully the housewife can prepare well-balanced meals for every day in the week on one cool morning and store them in the refrigerator to finish "cooking." Some of the appetizing dishes which she can make are shown chilling on blocks of ice in the photograph above. Two salads are cooling: a fruit salad (atop tall block of ice with fruit frozen in it) and a tossed green salad (in bowl at base of same ice block). Main courses are roast duck in aspic (left, in front of champagne), made of frozen duck and packaged

aspic; cold ham with brandied peaches (at base of tallest ice block); delicatessen tongue in white wine aspic (in front of ham); sliced beef *en gelée* (at right of tongue); cold salmon with mayonnaise *vert* (right, next to wine and seltzer, which is drunk with the fish). At left, in front of ham, is a cold soup, chicken Senegalese. To left of salmon is platter of raw vegetables with herbed eggs, and in front of salmon is brandied *pâté* in casserole with rabbit-head top. In center background are five summer drinks and above them is basket of chervil bread, which is bought half baked and kept on ice until oven time. There are three desserts: apple mint mousse in serving dish and individual dish (far left); lemon Bavarian mold (under drinks), which is made from packaged filling; and parfaits (top, right). For a special summer party dessert and recipes for these dishes, see following pages.

CONTINUED ON NEXT PAGE



LIFE OFFERS THESE SUMMER RECIPES

Most of the ingredients for LIFE's summer recipes are packaged or canned or come from the delicatessen. Wherever possible, procedures are simplified. The idea is to keep cool yourself while letting the refrigerator do most of the work, after a minimum amount of time has been spent getting things ready to chill.

SALADS

FRUIT SALAD. Tear greens by hand into eatable bits and scatter among them various fresh fruits, such as pineapple sticks, sliced strawberries, orange slices, grapefruit sections, cut-up peaches, plums, pears or any berries. Serve with French dressing or mayonnaise liberally diluted with cream. Cut-glass bowls, which were not so long ago retired to the attic, are now considered stylish for salads and desserts (p. 58).

GREEN SALAD. Arrange various greens in a pretty bowl—not rubbed with garlic. Mix in finely cut herbs—tarragon, basil, parsley or chervil. When ready to serve, make a French dressing at the table, using four parts olive oil, one part lemon juice, salt and freshly ground black pepper. At the last, add a splash—a couple of tablespoons—of iced champagne. Serve remainder of champagne with salad and dessert.

MAIN COURSES

ROAST DUCK IN ASPIC. Thaw frozen duckling (3½ to 5 pounds), stuff with 1 orange, quartered, and 1 onion, quartered. Spear each onion quarter with a single clove. Allow 1½ to 2 hours in oven at 375° F. Duck should not be overcooked. About 15 minutes before duck is done, brush lightly with 2 tablespoons of honey, combined with ½ teaspoon Kitchen Bouquet to give it a golden brown gloss. Cool to room temperature. Cut with poultry shears into serving pieces. Arrange in a shallow serving dish—about 10x6 inches. Pour over duck 2 cans undiluted consommé to which you have added 3 tablespoons Cointreau. Allow to stand in refrigerator until consommé has jelled. Decorate with orange slices and crisp water cress.

HAM WITH BRANDIED PEACHES. Most hams are sold already precooked. Canned hams are good stand-bys for unexpected guests. Whether precooked, home-boiled or canned, the procedure for baking is the same. Rub about 1 tablespoon of dry mustard into the ham. Then with a knife score rind into diamond shapes, stud each diamond with a clove. Pour on plenty of honey—1 cup or 2, depending on size of ham. Bake in a moderate oven long enough to heat through and glaze prettily. Baste two or three times with the juices from the bottom of the pan.

TONGUE IN WHITE WINE ASPIC. Arrange 1 pound cold sliced tongue in two layers on either side of a shallow rectangular dish. In the center, place a row of large, pimento-stuffed olives. (Cut a little off the end of each olive to make it stand squarely.) Cover with white wine aspic which is made by heating (do not boil) 1 can of chicken consommé with ½ can dry white wine and ½ can water. Soak 2 envelopes gelatin in ½ cup water, dissolve in hot consommé. Pour over tongue and put in refrigerator to chill until firm. Chicken bouillon cubes may be used instead of chicken consommé—and instead of white wine, 1 can water and the juice of 1 lemon.

SLICED BEEF EN GELEE. This is a quick, easy version of a classic French specialty. It can be made from sliced roast beef (delicatessen beef slices are fine), pot roast or leftovers. Cut slices a little

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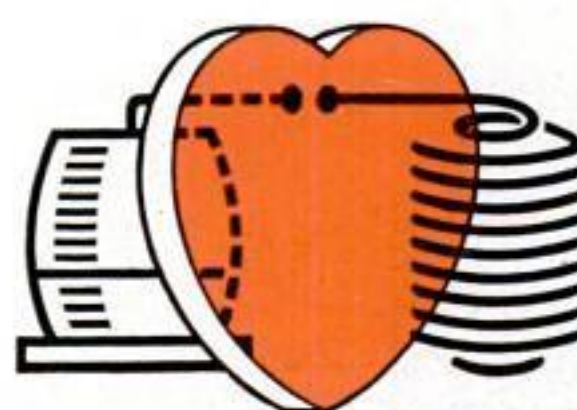
← **PARTY WATERMELON,** at left, was cut in half lengthwise and chilled thoroughly. Then four circles were scooped out of the surface. One was filled with roses which the watermelon juices keep fresh. The others were filled with sweetened, sliced strawberries, honeydew and watermelon balls and orange sherbet. Sherbet is easy to make since a new mix has become available in orange, lemon and raspberry flavors. There is nothing to do but add water and freeze in the ice tray.



SELECTION MEANS PERFECTION

This Champion is a true product of selection. From a field of contenders, all finely bred and trained, emerges the victor, judged on style, finish, conformation and perfection of gait.

*"Heart-of-the-Run"**
Is Perfection!



Only the finest bourbon wins the right to wear the Medley Bros. label. To insure highest quality, we barrel only the "Heart-of-the-Run"* — the prime or middle run of each day's distillation . . . Once you taste this mellow, full-flavored sour mash whiskey, you'll install it as *your* favorite Kentucky Bonded Bourbon.

Kentucky
STRAIGHT
BOURBON WHISKEY

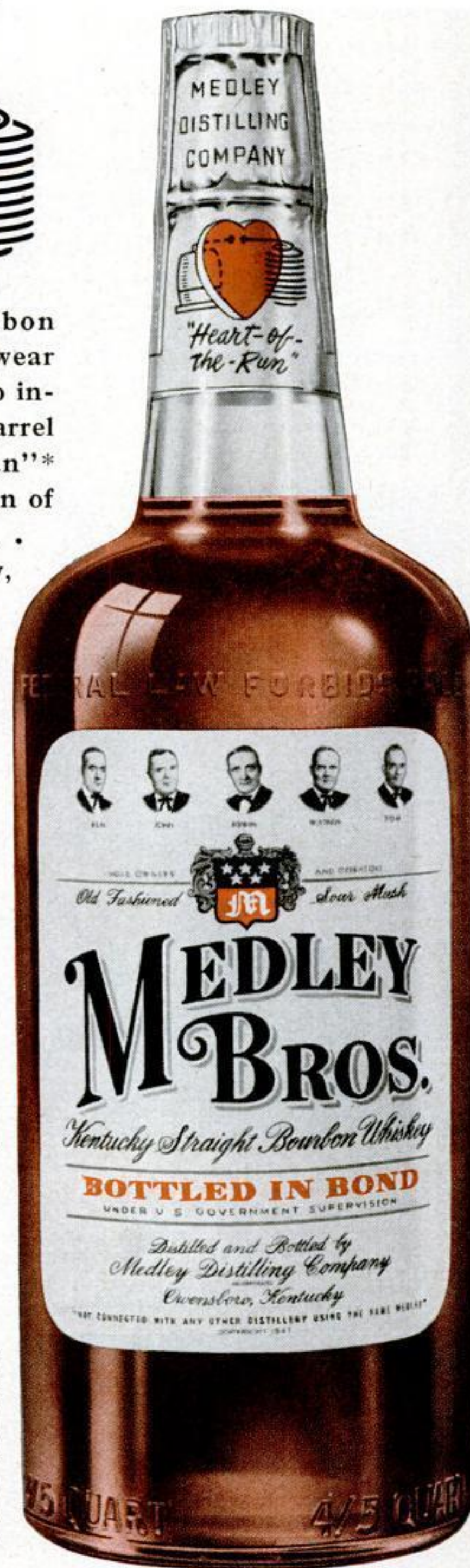
100 PROOF
BOTTLED
IN BOND

Medley Distilling Company
Owensboro, Ky.

Owned and Operated Exclusively
By the Five Medley Brothers

* T. M. REG.

"Heart-of-the-Run" whiskey means the middle and best part (the heart) of each day's run. The first part (heads) and the end (tails) of each day's distillation contain undesirable ingredients and are never allowed to go into whiskey made by the Medley Distilling Company.



Nothing More Effective Than Stopette

No anti-perspirant is more dependable than Stopette. And Stopette is easier than ever to use. It sprays flawlessly, dries instantly. One simple squeeze envelops the entire underarm in mist-fine spray, stops odor, checks excess perspiration... safely, lastingly. Composed of kind-to-your-skin ingredients, harmless to clothes. You never touch Stopette, hardly know it touches you. Perfect for men, women, the whole family. Buy it at your favorite drug and cosmetic counter.

Family size: \$1.25 plus tax
Travel size: .60 plus tax

Jules Montenier, Inc.,
Chicago

Poof!
there goes
perspiration

Stopette
THE ORIGINAL
SPRAY DEODORANT



COOKING ON ICE CONTINUED

thicker than for sandwiches. Season well with salt, pepper, a pinch of thyme. Lay 6 slices of beef, overlapping, in a shallow serving dish. Prepare an aspic by heating together 2 cans consomme, 2 cans water. Soak 2 envelopes of plain gelatin in $\frac{1}{2}$ cup of water and dissolve in hot consomme. Add 1 teaspoon Worcestershire sauce and pour over beef. Garnish with circles of carrots and peppers. Put in refrigerator to jell.

SALMON WITH MAYONNAISE VERT. The epicure's way to poach salmon is easy. Cut up 1 medium-sized carrot, 1 onion, a couple of stalks of celery and cook all together in 2 tablespoons butter along with 2 sprigs of parsley for about 3 minutes. Add 4 or 5 peppercorns, 2 cloves, $\frac{1}{2}$ bay leaf, 1 tablespoon salt, 2 tablespoons vinegar and 2 quarts water. Boil about 10 minutes, then place the raw salmon into the broth. (By the way, this broth is now called court bouillon and is the basic and best broth in which to cook most fish.) Now simmer salmon about 6 to 10 minutes per pound, according to whether the pieces are thick or thin. In refrigerator allow fish to cool in the broth. Before serving, drain, garnish the plate with water cress and quartered lemon or lime. Serve, in a separate bowl such as fish-shaped casserole (p. 59, lower right), mayonnaise *vert* which is made by adding about 3 drops of green vegetable coloring to 1 cup of standard mayonnaise.

LUNCHEON IDEAS

CREAM OF CHICKEN SENEGALESE. A prototype of the specialty of the house at several famous New York restaurants, this is simple and tasty. Use 1 can cream of chicken soup, 1 cup of milk (or 2 cans cream of chicken soup that requires no additional milk), and 1 to 2 teaspoons curry powder thoroughly dissolved in 2 tablespoons of water. Simmer gently several minutes to merge the flavors. Remove from heat, add the juice of 1 lemon. Serve ice cold, garnished with chopped chives, parsley or, for the true Oriental touch, with sour cream. This recipe makes 3 to 4 portions.

RAW VEGETABLES WITH HERBED EGGS. Arrange on a platter several kinds of crisped raw vegetables, such as cauliflowerets, radishes, celery curls, fennel, carrot strips, green pepper rings, tiny spring onions and unpeeled cucumber fingers. To make the fingers stand on end (p. 59) impale them on wire-pronged flower holders. (These ordinary flower holders may be used to create all sorts of effective arrangements on a vegetable platter.) Surround the vegetables with hard-cooked eggs, cut in halves lengthwise, and sprinkle with a mixture of coarse salt, freshly ground black pepper and finely cut chives.

BRANDIED PATE. This looks and tastes very much like a truffled *pâté de foie gras* straight from Strasbourg. Actually, it's quite uncomplicated. Melt 3 tablespoons of butter or margarine in a frying pan and add one 3-ounce can of chopped mushrooms, well drained of their liquid on a paper towel so they won't spatter. Let the mushrooms sizzle and brown in the butter. Then mix with one 3-ounce can liver *pâté*. Add 1 tablespoon of brandy, place in a small crock or casserole and chill in the refrigerator. Sprinkle with chopped chives or parsley and serve with French bread, crackers or melba toast. Makes a first course for six and keeps indefinitely.

CHERVIL BREAD. Use a French or Italian loaf or, best of all, one of the prepared loaves which may be stored in the refrigerator until time to bake in the oven. Before heating, brush the top of the loaf with pure olive oil and sprinkle with fresh or dried chervil. If the bread is already baked, merely heat in a slow oven for about 8 minutes. The brown-before-serving type of bread requires about 15 minutes of baking in an oven preheated to 450° F. If chervil can't be found use chopped chives or fresh or dried basil as seasoning.

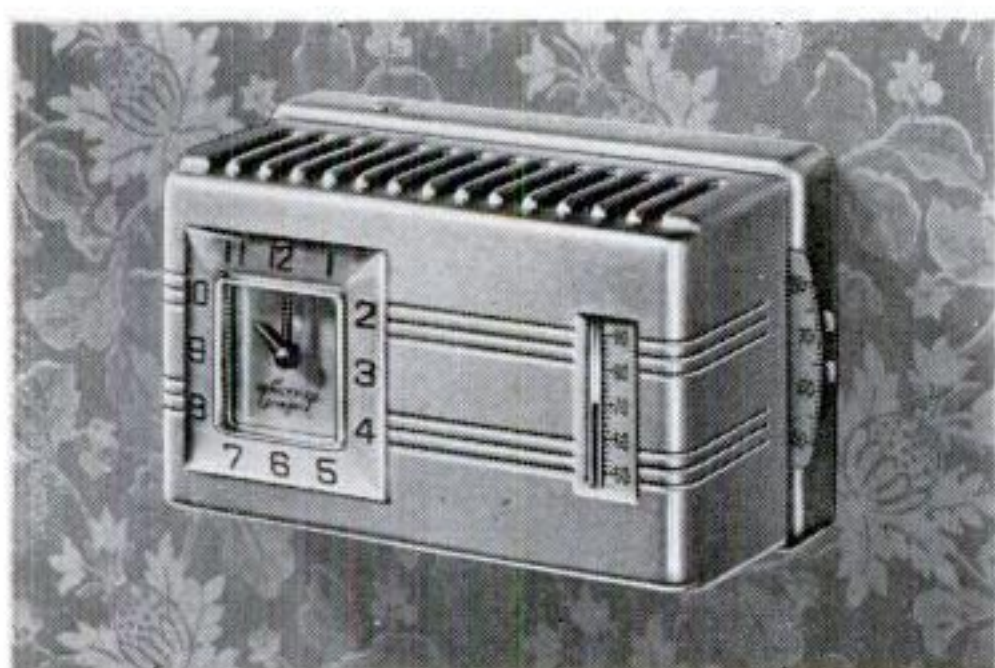
SUMMER DRINKS

ICED COFFEE AU RHUM. Quick-frozen coffee concentrates make delicious iced coffee instantaneously. Merely stir into cold water. Use at least 2 teaspoons coffee concentrate to each cup of water. For iced coffee *au rhum*, add 2 to 4 tablespoons rum. Serve with cream and powdered sugar—or top with sweetened whipped cream or ice cream. Grate a bit of nutmeg over the top. Use ice cubes made by freezing coffee in the ice trays to produce a full-strength iced coffee drink.

CONTINUED ON PAGE 64



“Why didn’t I listen to mother? You’re just a-a—grasshopper!”



Honeywell Clock Thermostat

Turns down the heat at night—automatically—and gives you a nice cool room to sleep in; turns *up* the heat in the morning—automatically—and your home is warm when you get up. Saves you fuel, besides! Look in classified phone directory for nearest heating dealer; have him install a Honeywell Clock Thermostat *now*. Or buy the plug-in model you can install yourself.

You can’t blame the lady! Her husband *does* remind you of the thoughtless grasshopper in Aesop’s fable.

Summer has made the gentleman forget how uncomfortable their home was last winter—always either too hot or too cold. And that he promised to do something about their outmoded temperature controls before winter comes *again*. Now...

“Cold weather will be here before we know it,” she says, “and that tired old thermostat is STILL hanging on the wall!”

Happily, he can easily get back in his wife’s good graces. Because a modern Honeywell Thermostat

costs surprisingly little—and that’s often all it takes to correct uncomfortable, unhealthy variations in temperature. So—there’s simply no reason to resign yourself to discomfort.

Call your heating dealer today. Find out—now—about all the impressive improvements that have been made in heating equipment in the past few years.

Find out—now—about the new Honeywell Thermostats and other automatic controls that can make *your* heating system a *better* heating system. Whether you buy a new heating plant or modernize your present one, make sure you get *Honeywell Controls*.



Don’t be uncomfortable next winter, too—send this coupon today!

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Please send me a free copy of “HOW TO MODERNIZE FOR COMFORT,” including specific information on items below.

ELECTRIC CLOCK THERMOSTATS make your automatic heating completely automatic.

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MINNEAPOLIS
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First in Controls

New Shasta Cream Shampoo

Sparks your hair with brighter, richer color

Blonde
hair gleams
with bright gold

Brunette
hair dances
with dark fire

Red
hair takes on a
burnished glory

Gray, White
hair shines
with silver

Not a tint! Not a dye! But a super cleansing shampoo that makes even dull-looking hair sing with brighter color

WHAT A THRILL to see your hair shimmer with colorful beauty after a Shasta Cream Shampoo! New lanolin-enriched Shasta makes your natural hair color look brighter, richer. Makes it *sparkle*.

"SUPER" CLEANS HAIR: New Shasta contains an amazing sparkle-giving cleanser that "super" cleans your hair. It leaves each strand so radiantly clean the natural color sparkles like sunshine streaming through a clean window pane.

SHASTA IS SAFE! Yet for all its color-sparkling magic, Shasta is safe. Lathers out color-dulling grime. Leaves in precious natural oils

needed to make your hair healthy and keep it soft and glamorous.

MAKE THIS CONVINCING TEST TODAY

BEFORE SHAMPOOING, snip off a lock of hair. Put this lock aside while you shampoo the rest of your hair with new Shasta.

AFTER SHAMPOOING, when hair is dry, compare the unwashed lock with your soft and radiant, Shasta-washed hair. If not convinced that new Shasta sparks your hair with brighter, richer color, return the jar and get your money back in full under Procter & Gamble's guarantee.

BIG ECONOMY JAR
89¢
ALSO 57¢ AND 29¢



NEW COLOR-SPARKING

Shasta "SUPER" CLEANS SAFELY
DOES NOT ROB HAIR OF NATURAL OILS

COOKING ON ICE CONTINUED

GRAPE JUICE. Instead of the usual tomato juice cocktail, serve as first course with a light luncheon a frosty grape-juice drink. It is made most simply from a frozen concentrate; a bit of fresh lime juice may be added for a sharper flavor.

TEA PUNCH. Combine 4 cups strong, freshly brewed tea (made by using 2 teaspoons tea to 1 cup of boiling water) with 4 cups white dessert wine and 8 tablespoons of lemon juice. Garnish with orange slices, strawberries, pineapple sticks or other fresh fruit. Pour over a lump of ice in a big brandy glass. This makes a 2-quart punch, about 16 servings.

LEMONADE MADE IN A SHAKE. The best lemonade of our time now comes as a quick-frozen concentrate to which water and ice cubes are added. Stir or shake, and serve. Lemonade concentrates are also useful in making punches, Tom Collinses and other mixed drinks requiring lemon juice and sweetening.

ICED TEA. Pour 4 cups of furiously boiling water over 6 teaspoons of tea or 6 tea bags. Let stand 3 minutes. Stir, strain and pour into ice-filled glasses. For a novel flavor add 5 teaspoons pure Vermont maple syrup to the tea just before pouring into glasses. Or try spiced iced tea: add 2 teaspoons ginger and 1 teaspoon cinnamon along with the boiling water. Stir and strain over ice in the regular manner. Either idea makes 4 tall glasses of iced tea.

DESSERTS

APPLE MINT MOUSSE. Combine 1 jar applesauce with ½ cup of sugar and stir well until sugar dissolves. Add 1 tablespoon lemon juice, ¼ teaspoon mace, ½ teaspoon peppermint extract and a few grains of salt. Tint pale green with a few drops of food coloring. Fold into 1 cup of heavy cream, whipped. Freeze until firm. Serves six.

QUICK LEMON BAVARIAN. Use 2 packages lemon-pie filling for a quart mold. Make up according to package directions for lemon pudding and allow to cool a little. Then fold in 1 cup of heavy cream, whipped. Pour into ring mold, allow to stand in refrigerator for several hours—overnight, if possible—unmold, fill center with sliced sugared strawberries and decorate with whole strawberries dusted with powdered sugar.

PINK ALMOND PARFAITS. Combine several flavors of ice cream to make a parfait. Arrange spoonfuls in alternating shades in tall, slim glasses, and top with sweetened whipped cream, flavored with a bit of almond extract and tinted pink with two or three drops of red food coloring.



COOKING ON ICE is more successful if the refrigerator is used properly. Defrost and clean when necessary. Invest in containers and aluminum foil.

What'll you have?.... **Pabst Blue Ribbon**



"Finest beer served... anywhere," says **BURT LANCASTER**
as he makes the 3-Way "Experts" Test with *Pabst* Blue Ribbon

BURT LANCASTER, famous motion picture star, makes the 3-Way "Experts" Test with a glass of Pabst Blue Ribbon.



BURT LOOKS at the sparkling-clear color... and his eyes are pleased!



BURT SNIFFS that fragrant Blue Ribbon Blend... and his nose is teased!

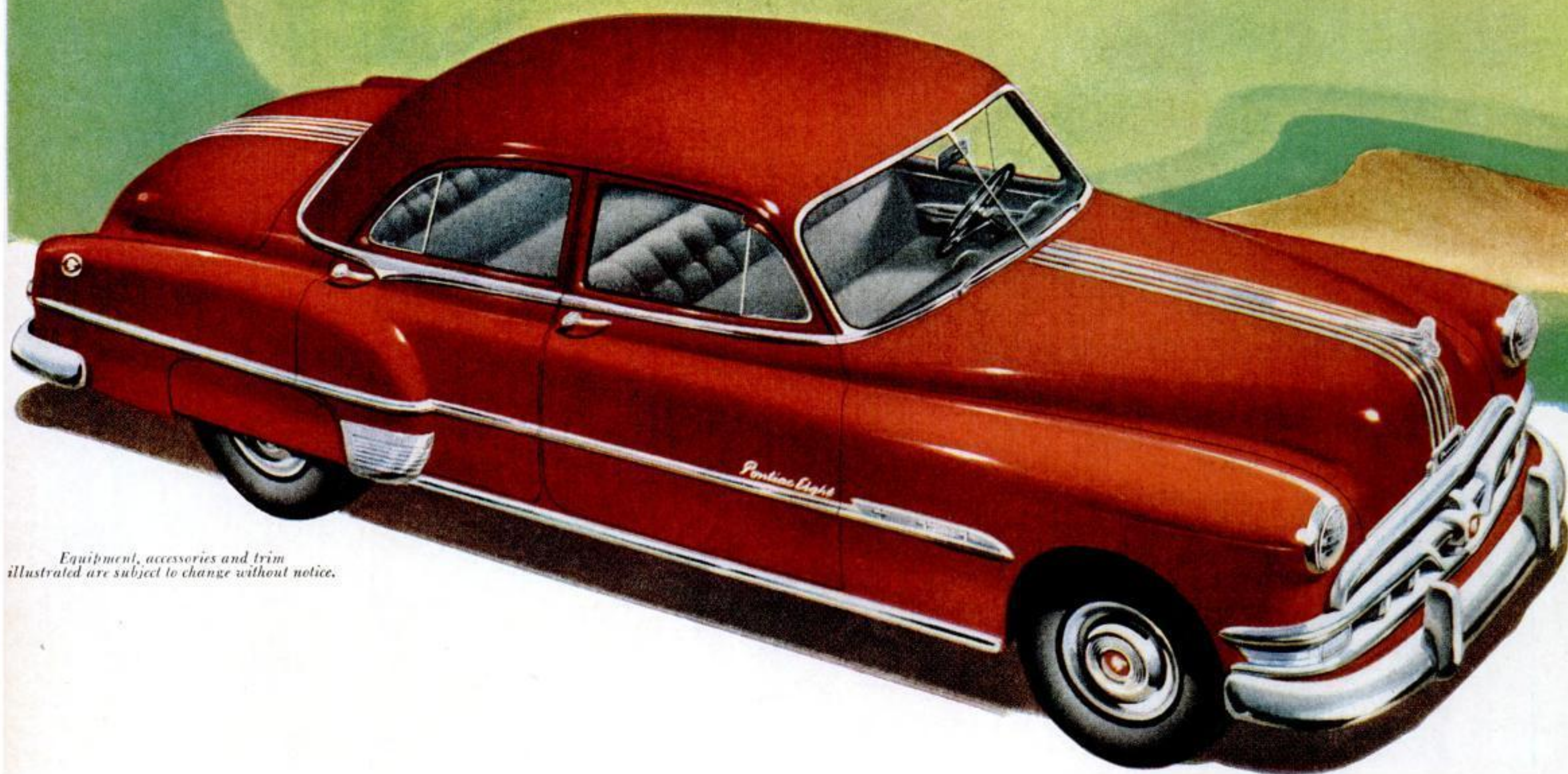


BURT TASTES the flavor the whole world knows... and his taste agrees "finest beer served... anywhere!"

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Dollar for Dollar you can't beat a
Pontiac



Equipment, accessories and trim
illustrated are subject to change without notice.

A Little Extra Sunshine in Every Mile You Drive!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



A **CAGED JAILBIRD** is enacted by George Arthur in fanciful modern German opera called *The Wise Maiden*, put on in Karamu's arena theater with audience

on all sides. Karamu produces all kinds of works, from Shakespeare to Broadway hits to plays by local dramatists, usually has two going nightly in its two theaters.

Karamu House

**NEGRO ART CENTER IN CLEVELAND
IS A MILESTONE OF RACIAL AMITY**

The word Karamu in the Swahili language of east Africa means "center of the community" or "place of enjoyment." Today in Cleveland, Ohio everybody knows that Karamu means the big Negro culture center out on Quincy Street, where a community of 150,000 Negroes can attend and take part in plays, operas (*above*), concerts and dance recitals; go to classes for creative writing, photography and art; exhibit and sell their works in Karamu's own gallery, and in general find a high order of self-expression and self-respect. The only place of its kind in the world, Cleveland's Karamu House stands as a milestone in the progress of U.S. race relations.



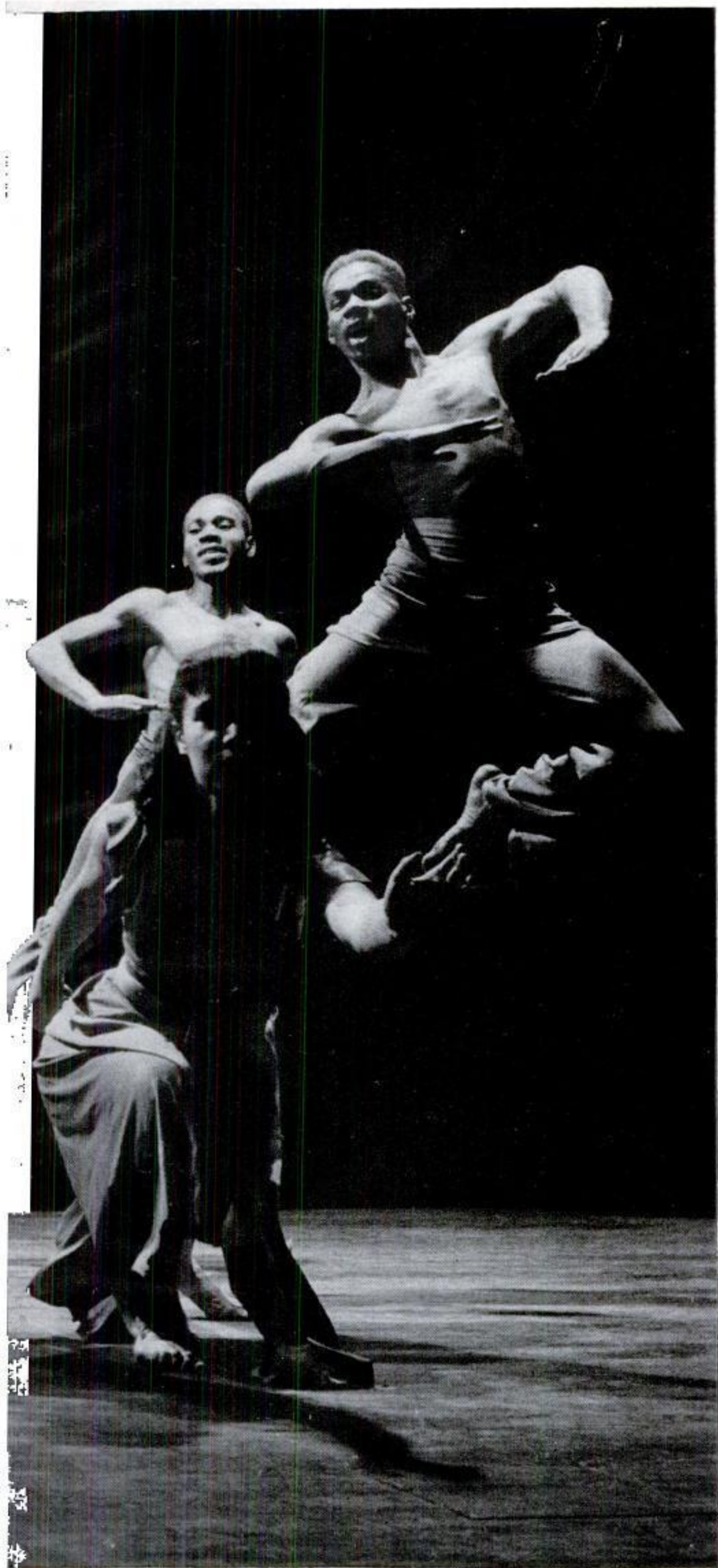
DANCE GROUP of uncommon vigor gives recitals at Karamu, often goes on tour, playing before colleges, civic organizations.



THE JELLIFFES, Russell and his wife Rowena, have been indefatigable promoters of Karamu House for the past 36 years.

IT HAS PROGRESSED FROM

"We're going to the Jelliffes to play," suddenly became a children's catch-phrase in Cleveland's Negro slum area 36 years ago. The Jelliffes were a newly married couple who had come from Chicago to take over a small social settlement group known as Karamu House. Moving into a cottage deep in the slums, they played host to neighborhood children, enticed them into singing, dance and art groups. At first the parents were suspicious. Then they, too, came over to the Jelliffes. Before long the Karamu people proved that they were especially good at dramatics. Directed by Mrs. Jelliffe, the group became so popular that Cleveland drama-lovers clamored to see them, and a separate theater had to be set up in an abandoned poolroom. Admission was 75¢. The actors, as they do now, worked without pay. By 1931 Karamu was such a thriving enterprise that it expanded into a building which had been a Negro funeral parlor, and the dead gave way to the living.



RAGS TO CULTURAL RICHES

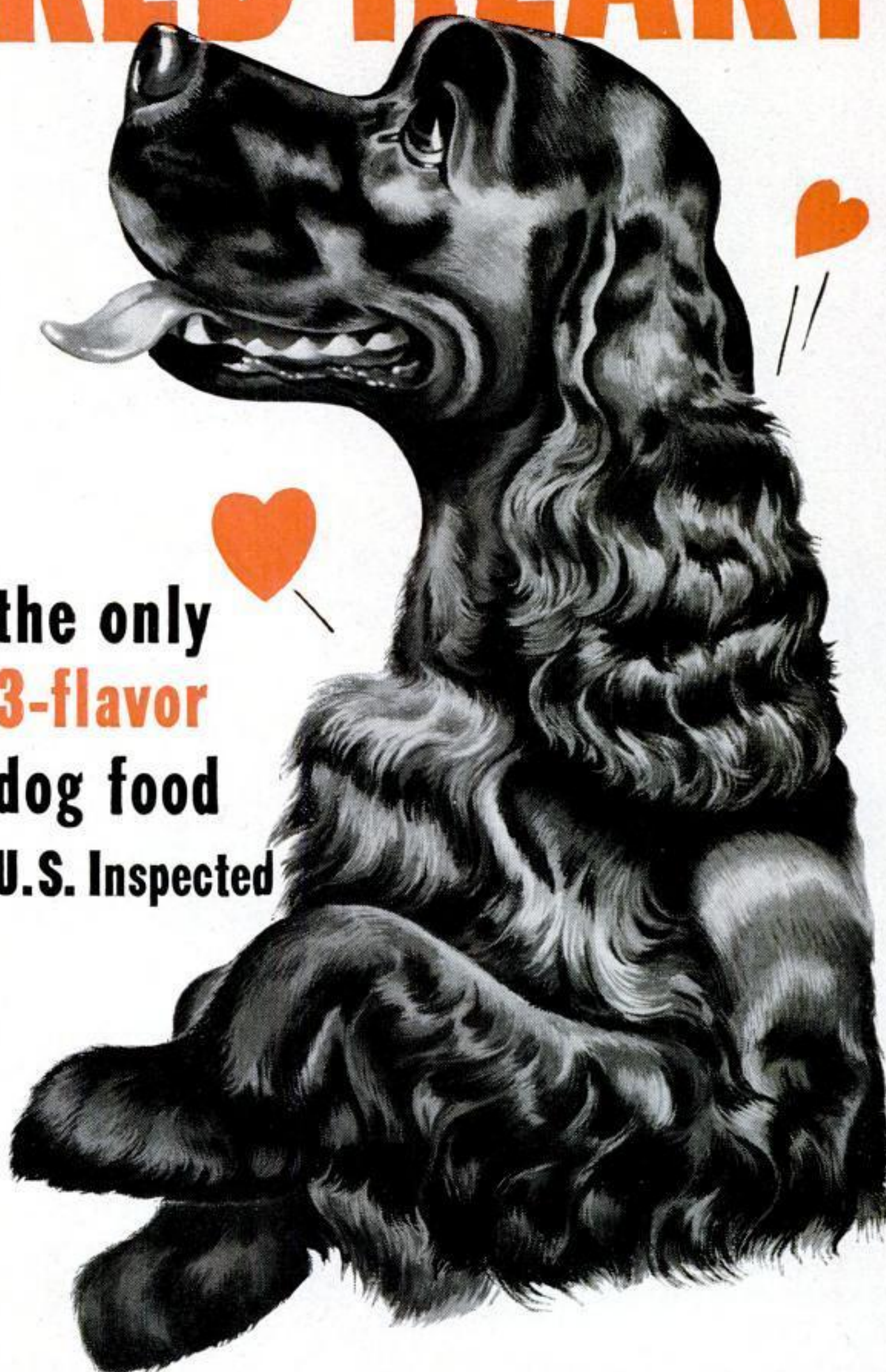
The Jelliffes decided about 12 years ago that Karamu should have a permanent home. After a valiant fund-raising campaign all over the U.S., the new \$500,000 Karamu House was opened last year. The main building contains two theaters, art gallery, music and rehearsal rooms; a smaller building, completed in 1945, is given over to children's classrooms. Today about 3,600 Clevelanders are enrolled in Karamu activities. About 350 white people are included, and the 31-man faculty is almost equally divided between Negroes and whites. Since Karamu House is a very busy place—last year an audience of some 70,000 Negroes and whites saw about 40 different programs—nobody has much time to brood about racial problems, although in special discussion groups they are frankly aired and analyzed. The general atmosphere around Karamu is both relaxed and stimulating, as if everybody were proud and happy that a democratic experiment is working out so well.

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LOVE
that

RED HEART



the only
3-flavor
dog food
U.S. Inspected

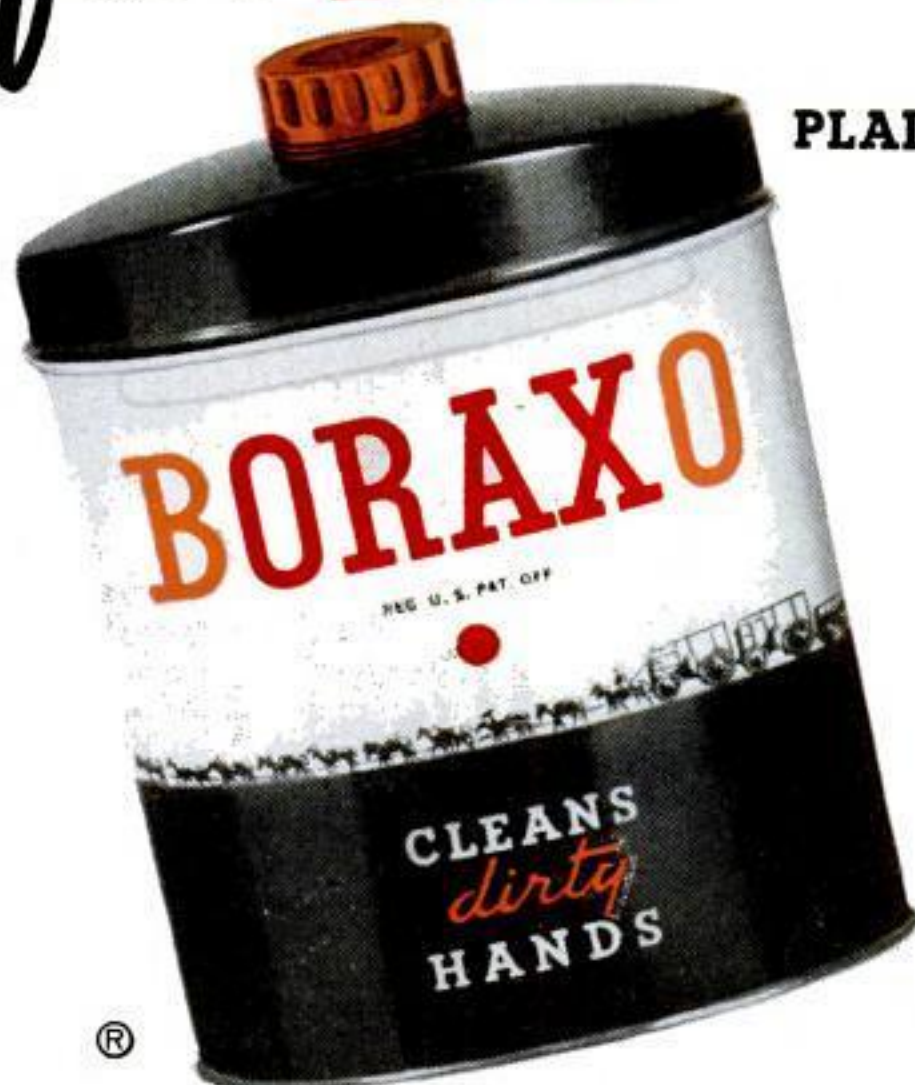
None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways — beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa

There goes the DIRT-fast



from hard-working hands!

**BORAXO
GETS OUT DIRT
PLAIN SOAP CAN'T REACH!**



The toughest ground-in dirt and grime can't stand up against Boraxo. This powdered hand soap gets grease and dirt plain soaps can't reach, and gets it in 30 seconds. Boraxo's so safe too, so mild, it leaves Mother's hands smooth, does a gentle clean-up job on the kids. Get Boraxo in the regular size or in the *money-saving* one-pound can.

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT



Hands really dirty from factory grime and grease? Don't worry...

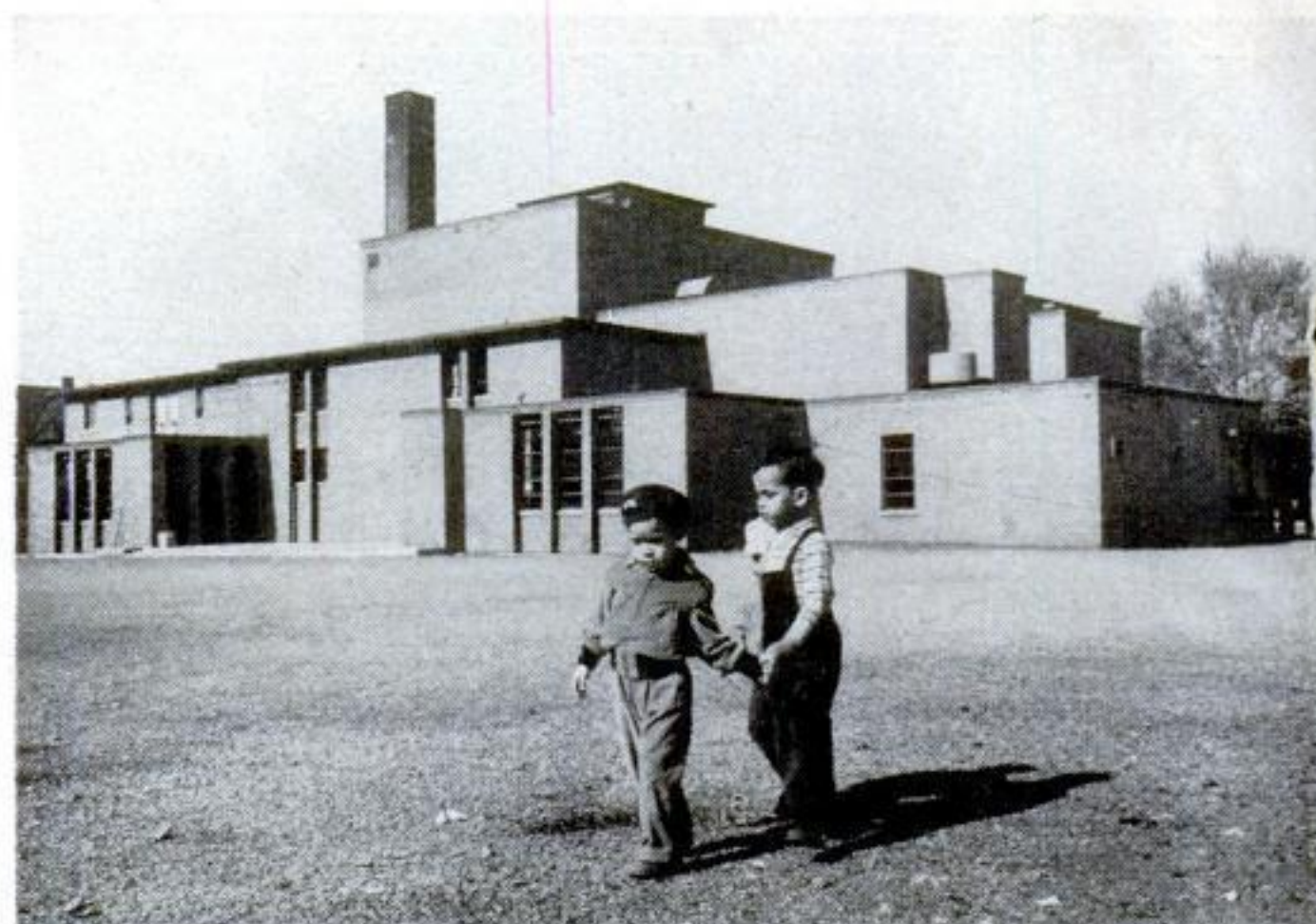


Do as millions do . . . pour mild Boraxo on wet hands, lather up...



And presto! Your hands are clean in seconds . . . soft and smooth, too!

KARAMU HOUSE CONTINUED



NEW KARAMU HOUSE opened last year, and two more buildings will be added when funds are raised. These children are enrolled in nursery school.



CHILDREN'S ART CLASS offers informal instruction to youngsters when they feel inspired to paint. Their works are usually bold—full of color and fun.



AFTER-THEATER RECEPTION is held in the art gallery where actors still in costume have coffee with audience, chat about show, inspect paintings.

Kodak
TRADE-MARK



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Your snapshots tell the story best

Whether "that day" brings a simple back-yard picnic or a real adventure, snapshots clinch the memories, add so much to the story. And when you get extra prints for relatives and friends—especially for that boy in the Service—they share the best of your summer.

Eastman Kodak Company, Rochester 4, N. Y.

Share "snapshot news" from home—send extra prints

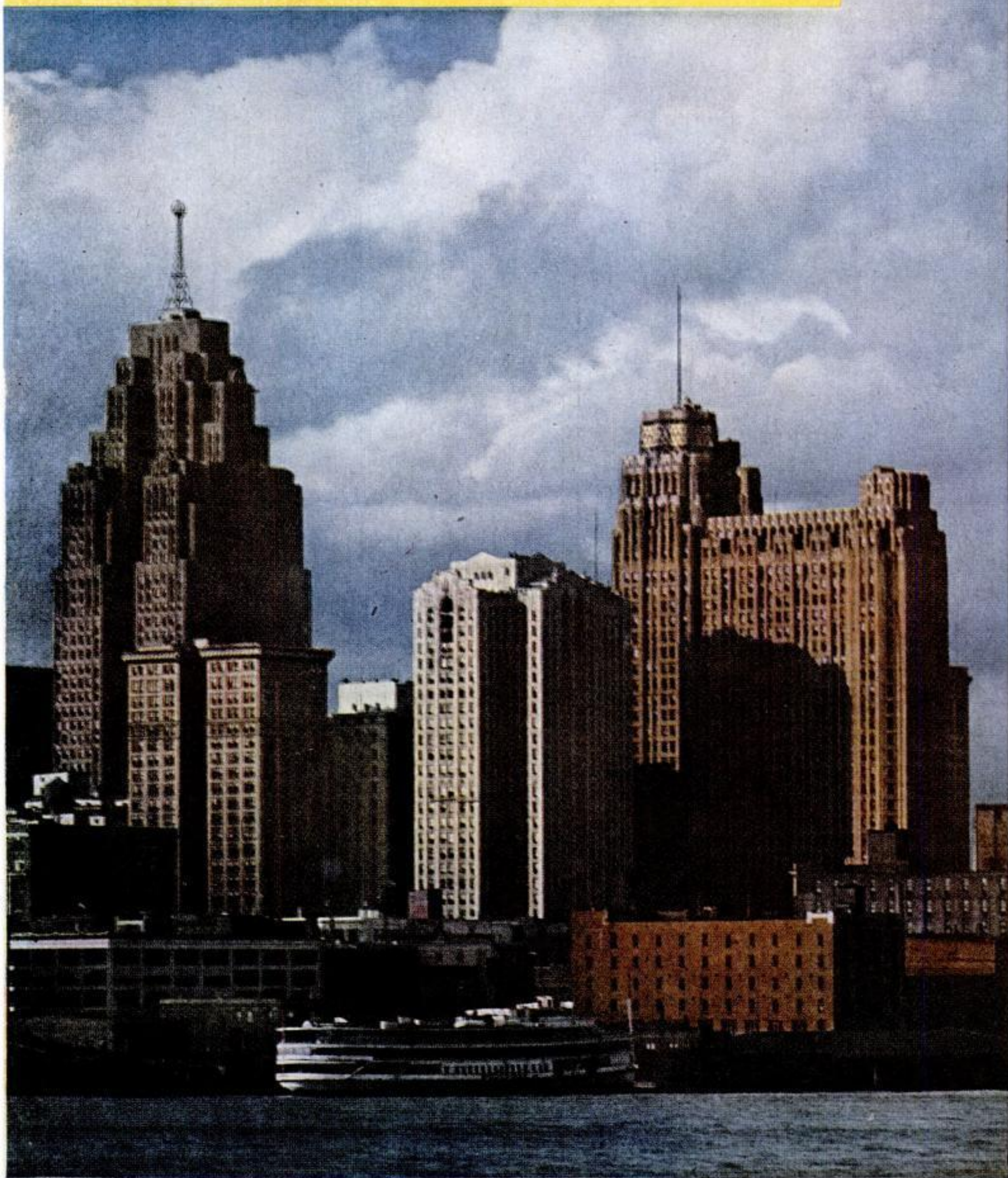


At your dealer's—dependable Kodak and Brownie cameras for your summer picture taking.

For black-and-white snapshots, Kodak Verichrome Film. For full-color snapshots, Kodacolor Film.



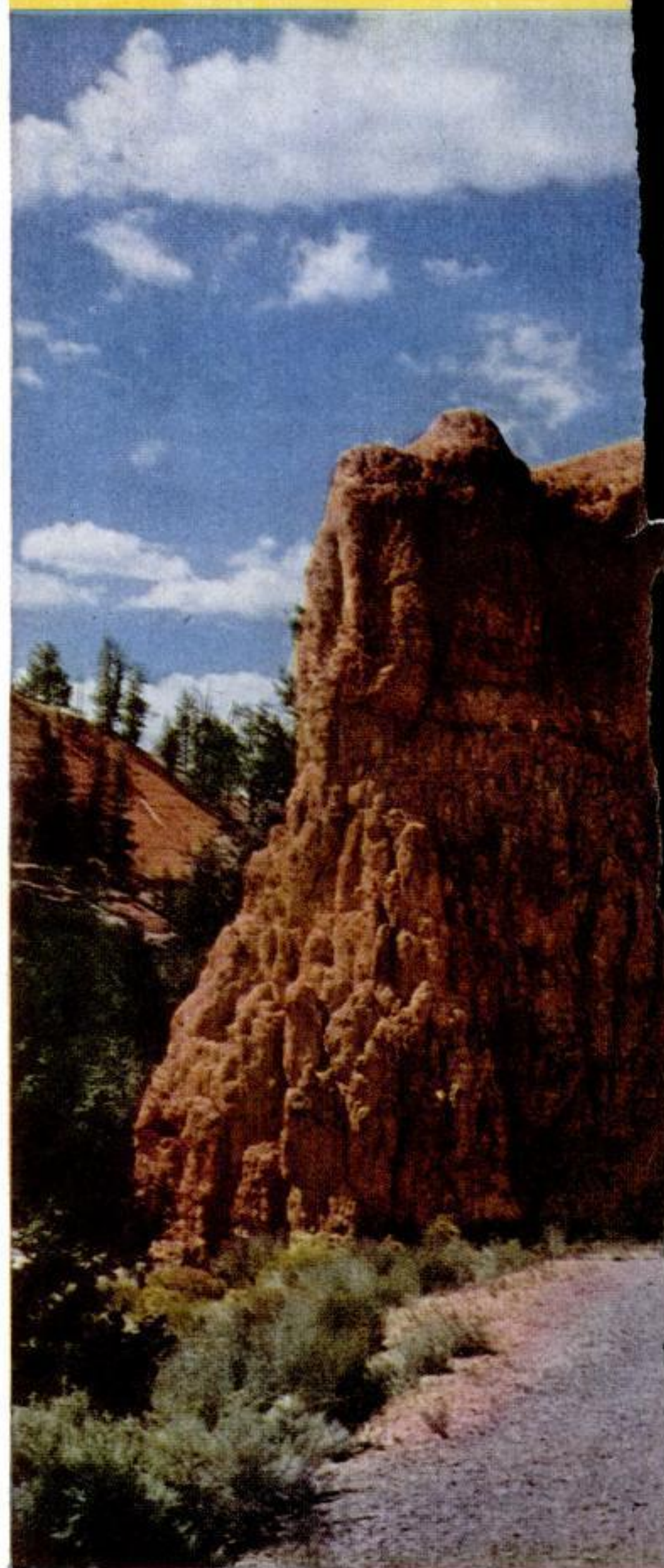
Voted #1 in Detroit!



Car makers put more Goodyear Super-Cushions on the new cars than any other tire. They know that design, materials and manufacturing skill make a *difference* in tire performance. And, the

automobile manufacturers know that they can *depend* upon Goodyear for these qualities *year after year after year!* (Above: Detroit River, Detroit, Michigan.)

Voted #1 in



Motorists of America drive billions of miles each year over *all* kinds of roads. They find that for a soft, comfortable ride . . . for long mileage . . . and greater safety . . . the Goodyear Super-Cushion

More people ride on Goodyear tires than

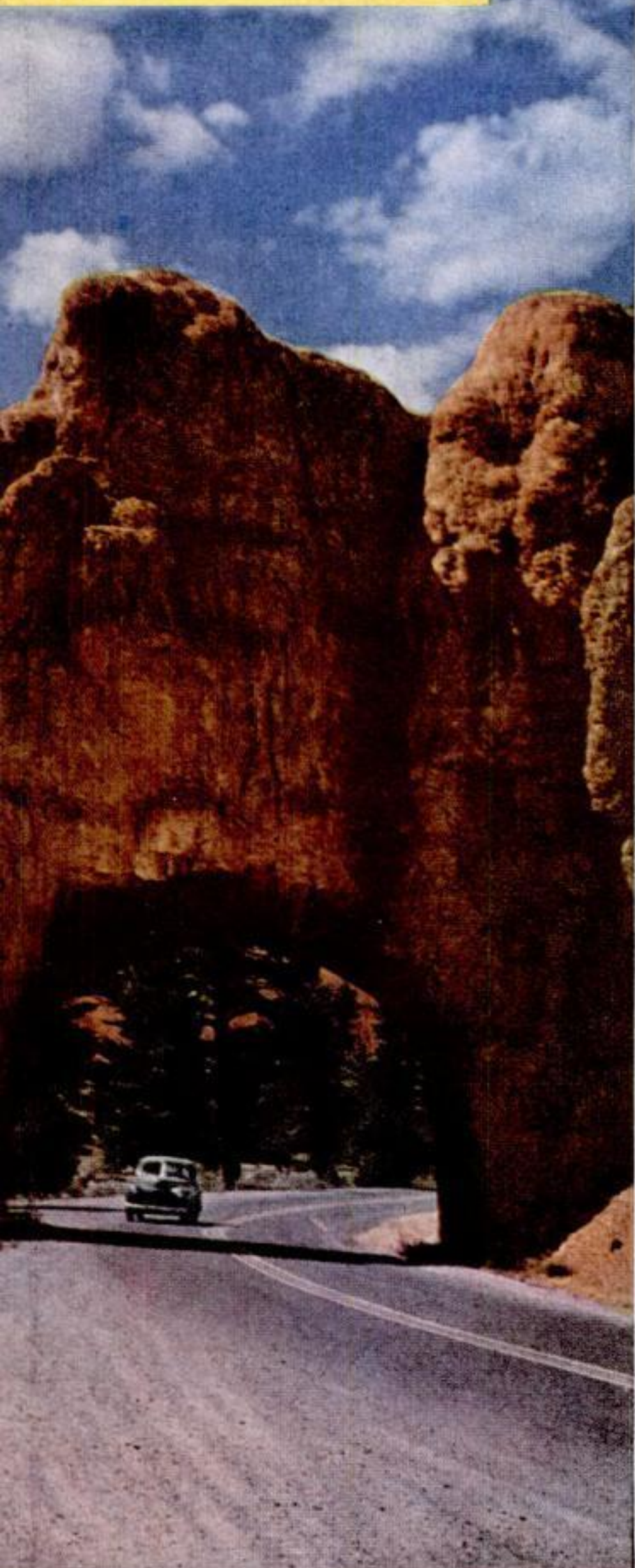
Super  *cushion* by

GOOD

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

Copyrighted material

America!



in a class by itself. That's why, year after year, they buy more Goodyear Super-Cushions than any other low-pressure tire. (Above: Natural tunnel, Bryce, Utah.)

Voted #1 in the World!



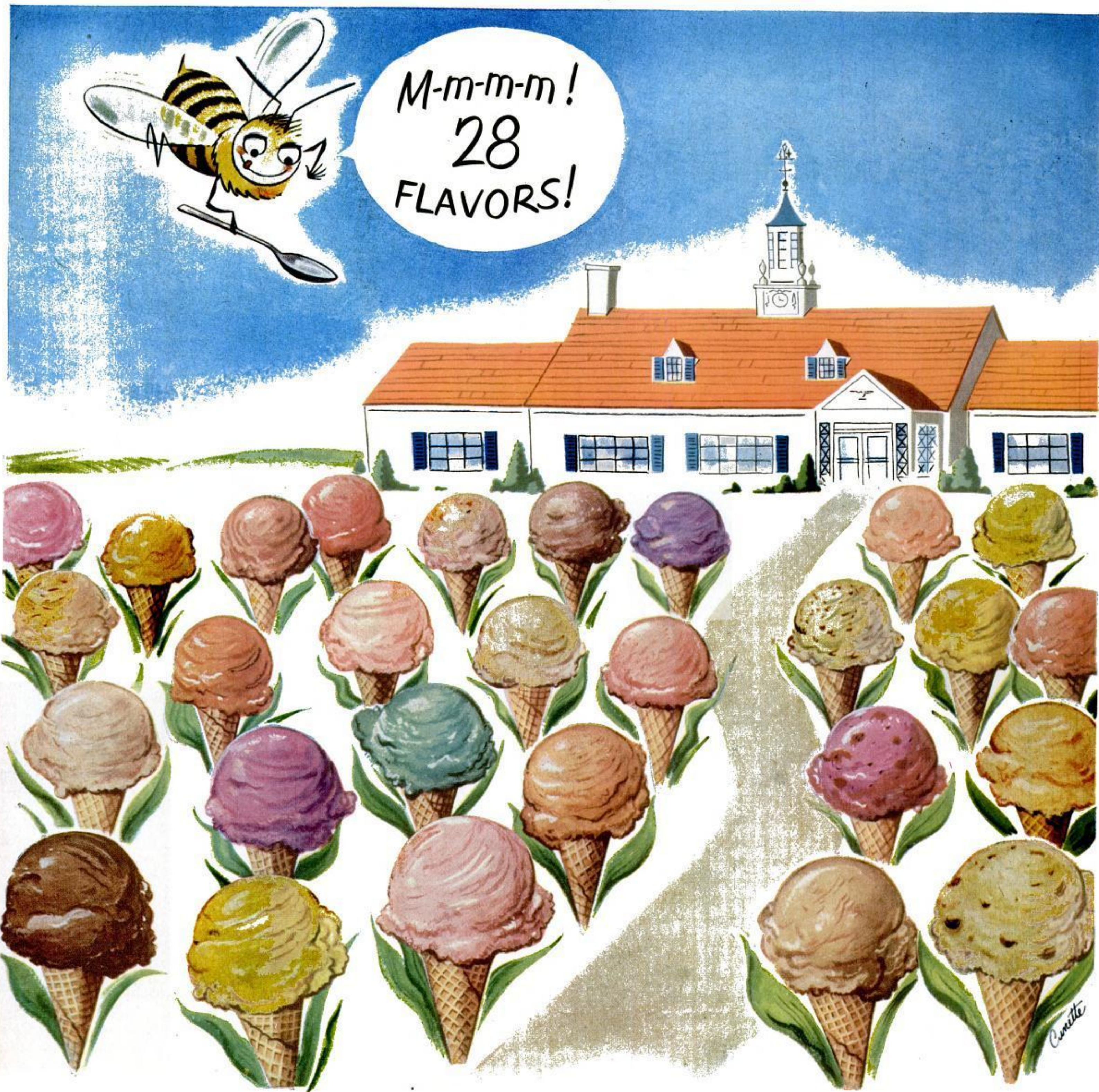
More car owners, the world over, ride on Goodyear tires than on any other kind. Goodyear has produced more than 525,000,000 pneumatic motor vehicle tires . . . millions more than any other

manufacturer. Doesn't it stand to reason that the tire that gives the most people the greatest satisfaction is the tire for you to buy? (Above: Cathedral, Taxco, Mexico.)

n on any other kind

 **YEAR**





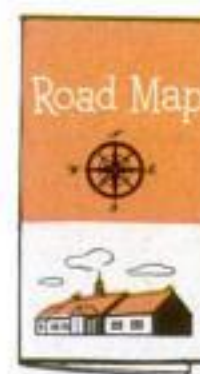
Make a beeline for Howard Johnson's and revel in that rich, delicious ice cream — 28 wonderful flavors!

Fine food, friendly service and easy-to-take prices that the whole family will enjoy!

HOWARD JOHNSON'S

Ice Cream Shops and Restaurants

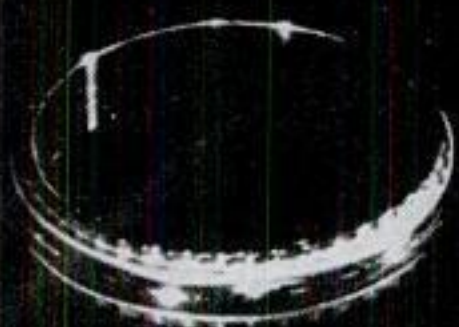
"Landmark For Hungry Americans"



Planning a trip?

Write for free descriptive road map showing route numbers and locations of all Howard Johnson's on your way.

Howard Johnson's
Wollaston, Mass.



TWO-TONED GOLD, \$16



THE "HEAVENLY," \$16



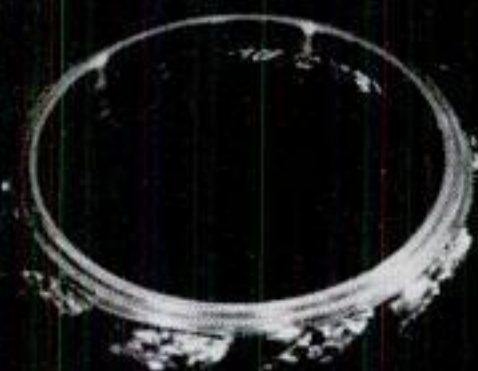
GOLDEN HEARTS, \$12



GOLD FORGET-ME-NOTS, \$24.50



DOUBLE ROSETTES, \$10.50



ORANGE BLOSSOMS, \$16



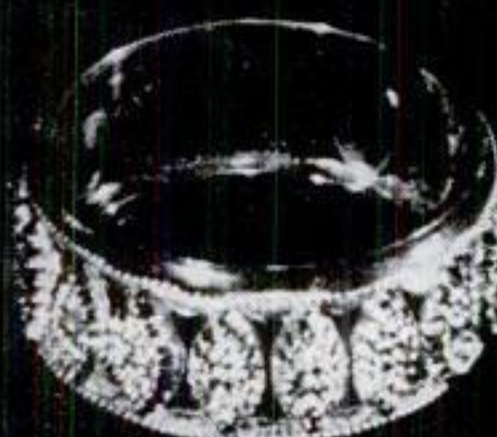
DIAMOND BAND, \$525



GOLD BRAID WEAVE, \$35



LEAVES AND BLOSSOMS, \$39.50



GOLD ROSETTES, \$54.25



WIDE GOLD BAND, \$42.50



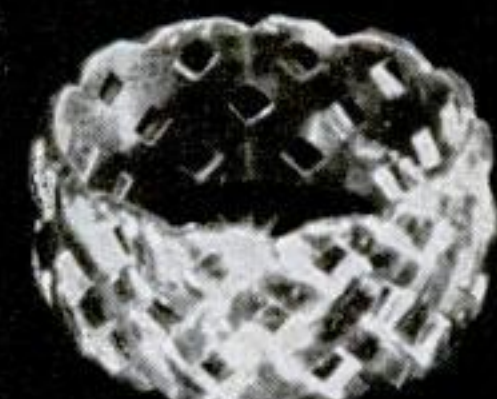
RUBIES AND GOLD, \$52.50



15 DIAMONDS, \$450



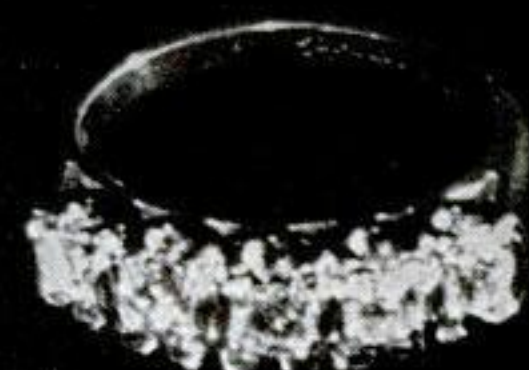
DIAMONDS IN GOLD, \$750



GOLD BASKETWEAVE, \$32.25



DIAMONDS IN PLATINUM, \$550



DIAMONDS IN GOLD, \$450



DIAMONDS AND RUBIES, \$425



ROPE DESIGN, \$29.75



THE "STARDUST," \$375

With This Ring...

New York wedding-band firm grosses \$10 million a year on custom that began when caveman tied up his bride

by ROBERT WALLACE

IN the U.S. this month some 180,000 ready and radiant brides will be eying their third finger, left hand, with serene satisfaction. To some the ring will be a platinum pledge of everlasting love; to others, a gold victory medal in the truceless war against the unfettered male; and to the rest it will represent a heady mixture of the sentimental and the pragmatic.

In all of them some knowledge of the history, folklore and manufacture of their cherished circlets would surely inspire gratitude for man's solicitous tendency to refine customs. Of course Stone Age brides rarely even enjoyed formal introduction to their grooms; in fact, they seldom realized that they were about to be married until two or three minutes before the event. In those days it was customary for the groom to leap out of the shrubbery, bind his bride's wrists and ankles with ropes of vines, and carry her off, after which there was rejoicing in the bride's family. As times grew increasingly sophisticated the ropes were tied more loosely and less frequently, until at last no ropes at all were used. In their place the groom supplied a small ring woven of grass, which he placed on his bride's finger as a symbol of the fact that he could tie her up if he had a mind to. The ring has now been refined into a circlet of gold or platinum, but it still stands as a token of bondage. It is worn now for other reasons—to indicate a pledge or plight of faith, to notify strangers that the wearer is married, and because several (but by no means all) religions require it. However, these are accessories after the basic fact.

No one knows when the first metal wedding rings were used. Ancient Hebrews and Egyp-

tians wore them, as did the Greeks and Romans, and they were incorporated into the Christian marriage service in the First or Second Century. Early rings were ordinarily made of copper or iron—the Latin essayist Pliny, the Emily Post of his day, observed that iron was good enough for any woman to wear around the house, although she might substitute a gold band for formal occasions. Some rings were made of brass, but they were never popular because brass, not a pure element but an alloy of copper and tin or zinc, was thought to be a presumptuous bastard among metals and still stands as a synonym for impudence. In the 17th Century fashionable Englishmen gave their sweethearts rings of leather cut from the fingers of heavy gloves. During the same gay era bachelors wore wedding rings in their hatbands to indicate they were in the market, and were fond of an old institution called the rush-ring wedding. In this the ring, like the caveman's, was made of grass or rushes, and it was understood that the marriage was at an end when the ring fell apart.

Wedding rings need not be worn on any particular finger and have been worn on all. Queen Louisa of Prussia wore hers on the little finger of her right hand. Englishwomen used to wear theirs on their thumbs, because large rings impressed the servants. Some 17th Century portraits of Italian women show them with rings on their forefingers, where the Jews anciently wore theirs. But the most common location, on the third finger of the left hand, has always been widely accepted and stems from an old, false notion held by Greek philosophers. They believed that that finger contained a vital vein which ran directly to the

CONTINUED ON NEXT PAGE

Be sure of yourself
in any situation . . .
Take NULLO Daily!



NEW PILL **NULLO** **KILLS BODY ODORS** **AND BAD BREATH!**

Absolutely Harmless!
Take it like a vitamin!

What a pleasant, relaxed, secure feeling you have when you take Nullo daily. This harmless little chlorophyll tablet not only stops underarm perspiration odor, it controls *all* body odors from head to foot all day long. Take 1 or 2 Nullo tablets every day and no matter how hot the day, how stuffy the room, what time of the month, you can welcome the closest contact in the sure knowledge that you're as fresh as though you'd stepped right out of a shower.

There's never been anything like Nullo before. This one pill controls *all* body odors including odors of the breath. Even onions, tobacco, and alcohol are no match for Nullo. Just chew a Nullo tablet and your breath is clean.

You can be sure you won't offend over the conference table, in conversation, even in contact as intimate as a kiss. Try Nullo in the 29c Pocket size today. Money back if not delighted. Take Nullo as directed every day to be sure you don't offend anyone . . . anywhere . . . in any way!

Made by a doctor's formula

Nullo is safe as a lettuce leaf! It contains only an ingredient you eat every day in healthful green vegetables—nature's chlorophyll. But Nullo is *concentrated* chlorophyll! It really works . . . it's really safe. Nullo is the only advertised chlorophyll tablet made by Dr. F. Howard Westcott's exclusive formula.

The De Pree Company
Holland, Michigan

Established 1906—Manufacturers of Nurse Brand
Drugs and Wheatamin Vitamins

30 day supply \$1.25.
Economical family size (100 tablets) \$2.95.

NEW POCKET SIZE 29¢



*The original chlorophyll tablet
featured in Reader's Digest!*

WEDDING RINGS CONTINUED

heart, and that therefore there was no more appropriate place for a ring. For centuries physicians used to massage the ring finger in the hope of reviving people who had fainted or died; and among lovers, squeezing that digit was almost the height of intimacy.

Wedding rings are no longer lengthily inscribed, but in the 17th Century jewelers had little books of ready-made, Western Union-style sentiments from which lovers could take their choice, as "My dearest Betty is good and pretty" or "I did commit no act of folly when I married my sweet Molly." Some inscriptions took the form of warnings—"Thou art my star, be not irregular"—while others were disturbingly cryptic. Many a wife had to spend all the years of her marriage wondering exactly what her husband had in mind when he chose a verse like "If I think my wife is fair, what need other people care."

In the U.S., where the marriage rate now stands at 1,669,934 couples a year, having receded from the all-time peak of 2,291,045 in 1946, wedding rings are manufactured at a rate of about 850,000 a month. If all of these rings were to be used by brides in genuine weddings, every adult American female would have a ring finger decorated like the neck of a Ubangi and would have to contract—shocking as it may seem—a new marriage every five years. Obviously most of the rings are used merely for immoral purposes. The big ten-cent stores do a remarkable business in cheap wedding rings, selling six or seven million a year to both occasional and steady customers. The rings are well made, neatly polished and cannot be distinguished from the genuine article at a distance of two feet, which is as close as the manager stands to the hotel register.

Of the remaining three or four million wedding rings manufactured each year, many are purchased for legitimate reasons even though they are never used in marriage ceremonies. Some are sold to overoptimistic suitors whose girls turn them down but who do not have the nerve to admit the fact publicly and ask the jeweler for a refund. Some are sold to people who have lost, worn out or outgrown their original rings. Others are purchased by unmarried women who for one reason or another—often to discourage wolves—would like to look as though they were married.

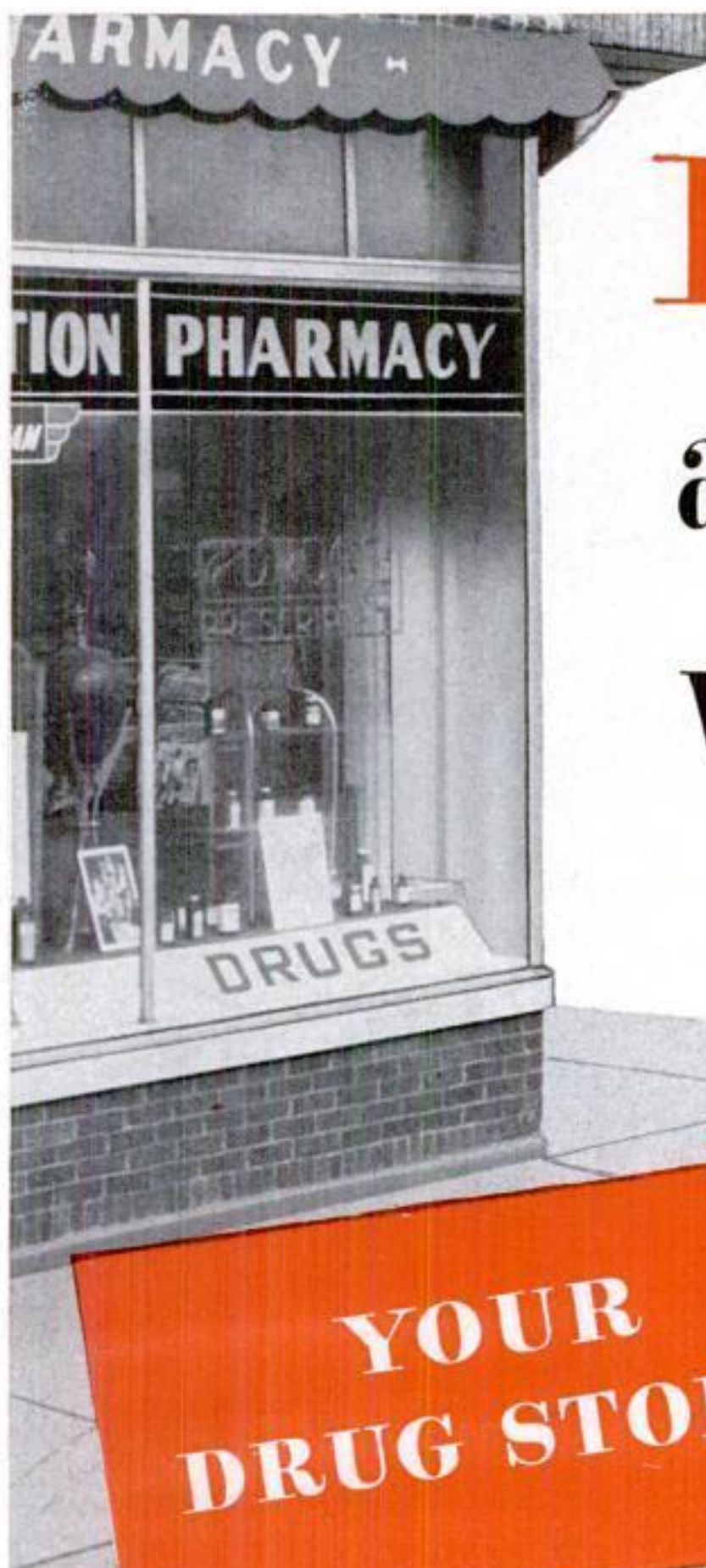
More rings than brides

THE hard core of a year's ring supply—that is, rings made of precious metal for use in weddings—numbers about three million. But even this figure is approximately a million and a half larger than the number of brides, a fact which escaped the Kefauver Committee but still warrants examination. Behind the fact stands one extremely clever businessman named W. Waters Schwab, and behind Schwab stands an old, respected and very busy ring-manufacturing company named J. R. Wood & Sons Inc., of which Schwab is president.

Although he is an expert salesman, Schwab is not expert enough to sell a million and a half wedding rings a year to people who have no use for them. He can, however, spot a trend a long way off. The first time Schwab saw a trend was in 1918, when 1,390,000 Americans were in the trenches in France and many of them, for the first time in their lives, were wearing wristwatches. In the prewar U.S. the wristwatch had been considered un-American and effeminate, in the same category as a perfumed handkerchief worn in the sleeve. But since trench warfare demanded frequent excursions over the top, and since these were always preceded by a great synchronization of wristwatches, the latter quickly became accepted as American and manly. Back home retail jewelers and watchmakers pounced upon the circumstance with gusto. "Be a man!" cried the ads. "Wear a wristwatch!" Accompanying these words were close-up pictures of a hairy arm that looked as though it had been ripped off an orangutan, and half hidden in the matted fur was a Longines-Wittnauer, an Elgin or a Waltham. While the entire male population went out and bought wristwatches so they could tick at the girls, Schwab quietly studied this triumph of merchandising and learned a lesson from it.

When World War II came along everybody had a watch, but not everybody had a wife, a situation enormous numbers of young men suddenly took steps to correct. In 1939, 1,403,633 couples were married. By 1942 the figure was 1,772,132. This was very gratifying to Schwab, since J. R. Wood, the oldest and largest American firm of its kind, manufactures nearly half the national supply of top-quality wedding rings. Other heavy producers are the Granat Manufacturing Company of San Francisco; Traub Manufacturing Company of Detroit; A. H. Pond Company of Syracuse, N.Y. He had a gloomy moment when the War Production Board decided that gold and platinum would have to be put to more essential uses but succeeded in convincing WPB that wedding rings were second

CONTINUED ON PAGE 78



First stop on a wonderful vacation...

YOUR DRUG STORE



...for important items that guard your health, increase your pleasure.

TO THE MILLIONS OF AMERICANS vacationing this summer, the nearest drug store is "first stop" for the things that mean relaxation and away-from-home comfort. *And your drug store is ready!*

What one store can satisfy so many vacation needs—so completely, so conveniently? Here you'll find a wide selection of essential products for summer protection, for holiday pleasure and recreation . . . here are supplies for picnicking, for picture-taking, for "prettying up."

Let your druggist help you choose the things that will make your outing safer, more complete . . . and more fun! He'll recommend the items best suited for every holiday need. Displayed here are four nationally preferred products—be sure to include them on your vacation list . . . and ask for them by name at your drug store.

Look for this sign at your drug store—



This advertisement sponsored for the Druggists of America, leading drug manufacturers, and wholesalers by



SILVER STAR BLADES—made with the exclusive *Duridium* process. Gives you cleaner, closer, longer lasting shaves. Buy Silver Star—the Razor Blade *Your Face Can't Feel!* Pack of 5, 25¢. Handy 10-blade dispenser (illustrated) . . . 49¢!



LISTERINE TOOTH PASTE "Thrift-Pak"—today's biggest tooth paste value . . . 2 regular 45¢ tubes for only 59¢! Contains a whole month's supply for the average family of four. Saves you 31¢ every time you buy it. Ask for Listerine "Thrift-Pak."



ACE HARD RUBBER COMBS . . . comb smoother, last longer! Won't tear hair—scratch scalp—or lose teeth easily, or curl up and collapse. Many types to choose from; always ask for Ace Combs. Packed in individual sanitary boxes!



TONI Home Permanent guarantees a wave you can't tell from naturally curly hair. Toni has the really gentler waving lotion—plus a new wonder neutralizer *Permafix* that makes your wave look more natural—last longer. Toni Refill just \$1.00.

McKESSON & ROBBINS INCORPORATED
AND IN CANADA BY NATIONAL DRUG AND CHEMICAL CO. OF CANADA, LTD.

do your figure
a favor with

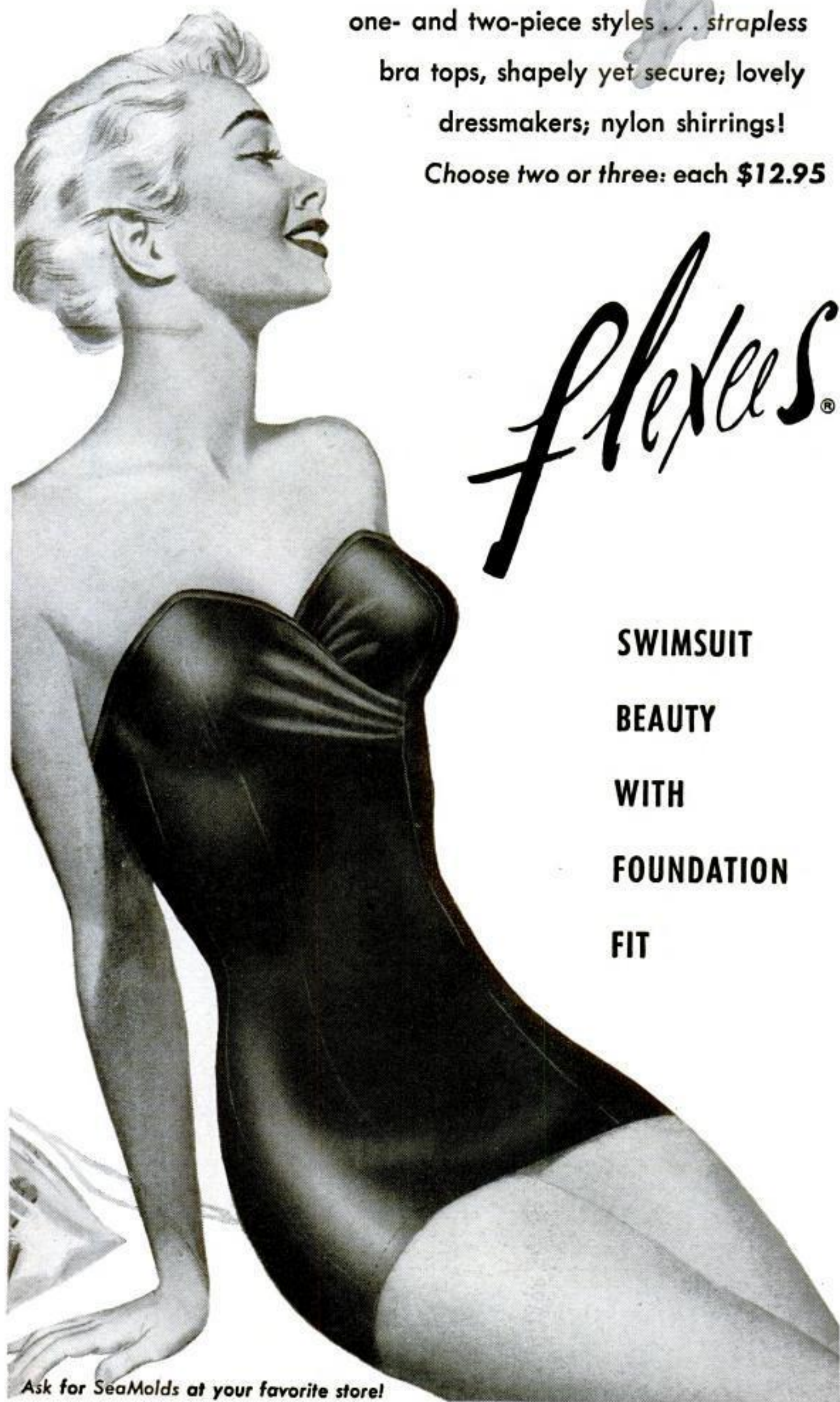
SeaMolds®

You can be really proud of your figure in SeaMolds, by Flexees...the only Swimsuits with foundation fit...custom-designed for your individual figure type. SeaMolds shape your curves, slim your waist. Beautiful one- and two-piece styles... strapless bra tops, shapely yet secure; lovely dressmakers; nylon shirrings!

Choose two or three: each \$12.95

flexees®

SWIMSUIT
BEAUTY
WITH
FOUNDATION
FIT



Ask for SeaMolds at your favorite store!



WEDDING RINGS CONTINUED

only to aircraft carriers in strategic importance. However, Schwab had a feeling that business could somehow become still better if he could only spot or create a trend.

When he did, it was a humdinger. Behind most war marriages lay one sad certainty—sooner or later the couple was bound to be separated for a month or six months or two years. "When you are way down there in Dismal Seepage, La. and I am up here in Scranton," said the bride, "how are the girls going to know you are married?" "Why, naturally I will tell them," replied the groom.

The upshot of this and many another similar conversation was that the groom put on a wedding ring and dutifully wore it, partly of course for love but also because the possessive instincts of the bride demanded satisfaction. Schwab carefully cultivated these instincts in advertisements, speeches and talks with the thousands of retail jewelers who handle Wood rings, tastefully shying away from the implication that there were 27 Geisha girls in every foxhole but still leaving room for the thought that there might be one or two. All across the nation stores began to lay in stocks of matched wedding rings, and the double-ring marriage, which had theretofore been common in Europe but unusual in the U.S., became a routine institution. At the height of its popularity during the war, about 85% of all marriages were double-ringers. By early 1950 the percentage had slipped to about 60, but since the beginning of the Korean war it has shot upward again, along with the total number of marriages. In 1950 there were 6% more marriages than

in 1949 of which 70% were double-ringers. Schwab expects that the advent of permanent peace will reduce both figures but believes that the double-ringer, along with the wristwatch, is here to stay. (Although Schwab himself has been married for 34 years, he wears no ring. "When I was married it just wasn't customary for men to wear wedding rings," he says. "You can't expect an older generation to change its ways overnight.")

Styles in wedding rings, however, do change fairly rapidly. The chaste, unadorned, narrow band of yellow gold, which first became popular around 1915, is still the national favorite. In second place is the engraved, narrow, yellow gold ring. The two-toned ring, made of gold of one shade with an insert of another, ranks third. But there are variants which come and go quickly. Currently Southwesterners, particularly Texans, are fond of massive, heavily carved chunks of gold or silver. New Englanders and Californians prefer "tailored" rings of very simple and chaste design. During the Depression rings containing diamonds set in wide metal bands were popular because they could serve for both the engagement and the wedding. In 1937, when the Duke and Duchess of Windsor were married, they used an octagonal ring (eight-sided for Edward the Eighth) which was widely copied and became a best-seller.

Purest gold isn't good enough

THE J. R. Wood factory, where Schwab has his office, might logically be located in some felicitously named place like Loveland, Wis. but actually stands in a dirty and clamorous section of New York's East 45th Street. In its workrooms 127 jewelers (craftsmen, not retailers) turn out 2,400 to 3,000 rings a day—some plain, some carved, some set with diamonds—as methodically and unemotionally as men making safety pins. In one place an expert metallurgist takes a batch of pure 24-carat gold, mixes it with alloys (usually copper, silver or nickel), tosses it into a furnace, melts it and pours off ingots of 14-carat gold. (Carat, applied to gold, is a unit of quality and means "a twenty-fourth part." Fourteen-carat gold is 14/24ths pure and is considered to be the best compromise between the value and softness of pure gold and the hardness of baser metals.) Near the melting furnace a workman picks up the cooled ingots, runs them through a miniature rolling mill and turns them into sheets about 1/8th of an inch thick. These are passed down the assembly line to a stamping machine, where circular blanks are cut out with a loud *splat!* once every two or three seconds. There



BIG RING MAN, W. Waters Schwab, holds a sample bottle of gold gleanings.

CONTINUED ON PAGE 81

Time for Ideas — *a timely service from the meat industry*

Please 'em
easy with

Meats-in-a-Can

For ideas that help you keep meat on the table, read the serving suggestions printed on the labels. There are so many kinds of meats-in-a-can you'll find meaty main-dish plans for every day of the week—including Sunday!



Idea: Hash on the sun deck. Crown pineapple slices with thick, meaty patties of corned beef hash. Brown 'em under the broiler, serve sizzling. (Warning: prepare plenty!)



Idea: Corn-belt casserole. Use cubes of luncheon meat to flavor scalloped corn through and through. Top with man-size slices of luncheon meat. Bake in a moderate oven.



Idea: Texas special. Chili and tamales are a great-eating combination that will be as much of a favorite at your house as it is along the Rio Grande. Quick and easy, too.



Idea: For an important occasion. It's amazing how many people—or meals—you can serve from a ham-in-a-can. Extra tender and mild—easy to carve, too.

Nourishing Meat

—yardstick of protein foods

Main-dish plans that come in cans—nourishing meat cuts, boned, trimmed, cooked in their own good juices. Doesn't this big, ready variety suggest many easy new and economical ways to put meat, with its *complete* protein, essential B vitamins and minerals, into more of the week's meals?

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

The trade-mark "LIFE SAVERS" identifies "The Candy with the Hole" made exclusively by Life Savers Corporation in the United States and by Life Savers Limited in Canada.



Cool and refreshing

still only 5¢



RING POLISHERS at J. R. Wood wear kerchiefs to keep the gold out of hair. Gold dust is vacuumed up through the hoods around the polishing wheels.

WEDDING RINGS CONTINUED

is no romance, no glamour, only the constant *splat! splat! splat!* like the irregular beating of a heart or the ringing-up of fares in an oldtime trolley, keeping pace with True Love and serving, to the trained ear of the factory manager, as a reliable index of business.

From the stamping machine the ring blanks go in batches to the workbenches of craftsmen who spin them to size, stamp in J. R. Wood's trademark, cut grooves and designs in them, and polish them. From start to finish, a plain gold ring can be made in about five minutes. This incontinent haste and lack of ceremony may offend some brides who would like to think their rings were made by elves dipping thimblesful of purest gold from a jeweled chalice at the end of the rainbow. However, from the masculine point of view, Wood's factory still has a certain charm. The place is, quite literally, a gold mine.

Annually Wood buys 32,180 ounces of pure or fine gold at \$35.18 an ounce, 4,200 ounces of fine silver at 92¢ an ounce and 2,130 ounces of platinum at \$115 an ounce. But of this total of 38,510 ounces of precious metal, only about 37,335 ounces are shipped out in the form of finished rings. What happens to the other 1,175 ounces is a most interesting matter.

In almost every process to which a ring-in-making is subjected, particles of gold are lost. Some are as large as bits of granulated sugar, others small enough to float invisibly out the window, although all are of sufficient value to give a cost accountant coronary thrombosis. To salvage as many of these particles as possible, Wood takes a number of seemingly frantic but actually practical steps.

Periodically someone rips up the linoleum floor of the factory and burns it. The last time the floor was burned, \$30,000 worth of molten gold was scooped out of the bottom of the furnace.

Every evening before the jewelers go home they are required to wash their hands. Wood saves all the used water, mixes it with detergent, agitates it in a settling tank, and from it extracts about \$4,600 worth of gold a year. Once a week the jewelers' smocks and towels are cleaned in the factory, leaving the bottom of the wash-tubs as rich as the bed of the Yukon.

Every night when the janitor tidies up he carefully stores his floor sweepings in a barrel. Among the day's cigaret butts, newspapers, letters and bobby pins there is always at least \$35 worth of gold dust. Once a month when the doormat is shaken about \$50 falls out of it.

A money-making vacuum cleaner

ALONG the ceiling of the factory run huge vacuum-cleaner pipes, with descending snouts which snuffle the air around the polishing machines, sucking up tiny fragments of metal. At a station in the assembly line, where diamond rings are cleaned and tested under steam jets to see whether the stones are secure in their settings, other vacuum cleaners are constantly inhaling. "The only thing we don't do here," remarked the factory manager, "is burn the bodies of the jewelers when they die."

CONTINUED ON NEXT PAGE

I'm in love with *Gaby* at last I can get a tan without burning

LIZABETH SCOTT

Co-starring in

The Hal Wallis Production

"RED MOUNTAIN"

A Paramount Picture

Color by Technicolor

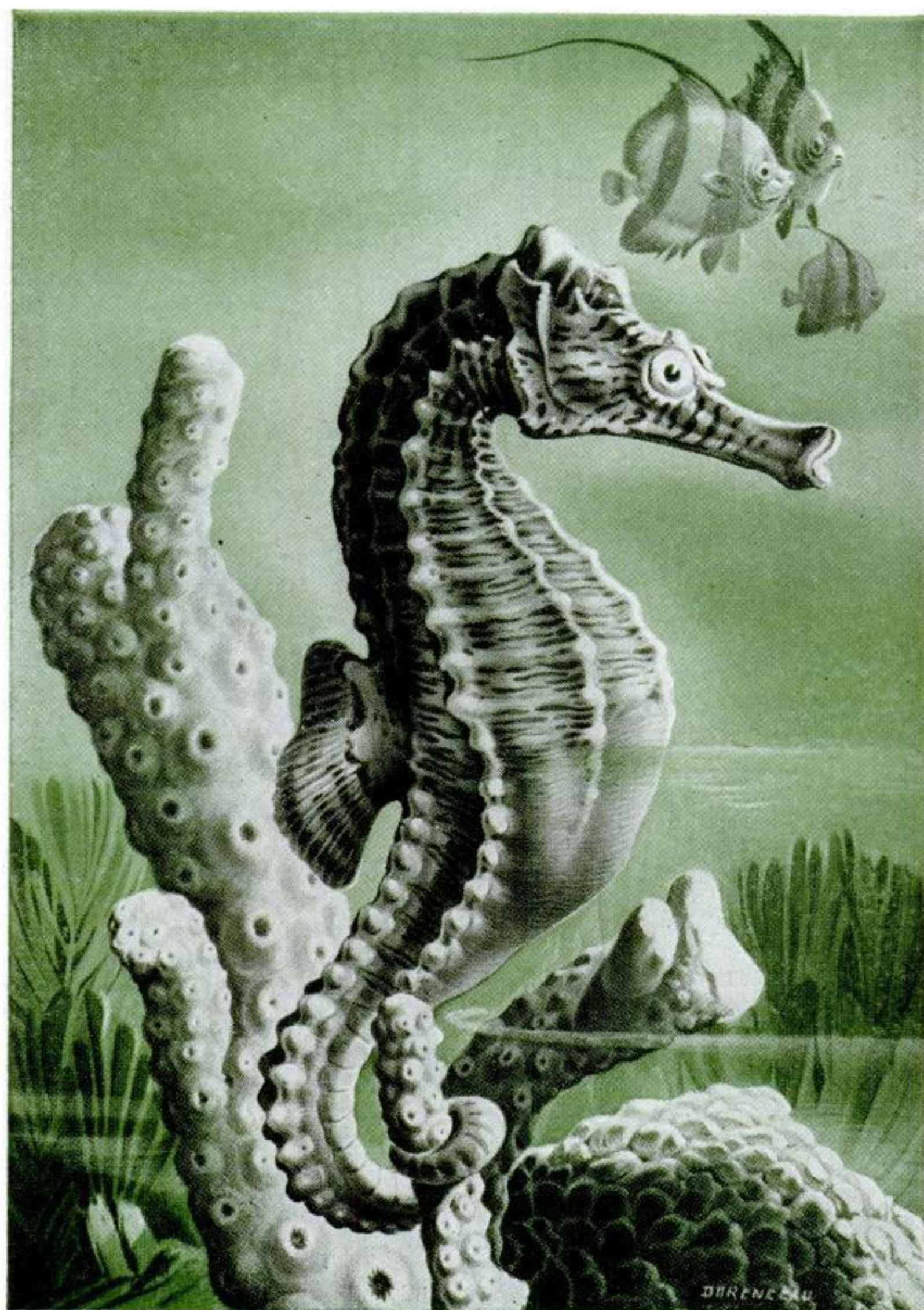
Get the
TAN
without
the
BURN

Avoid pain and danger of sunburn, as famous movie stars do! Gaby cuts out sun's dangerous rays so completely, you know you're safer! Yet Gaby lets you tan so gloriously! No unpleasant greasy feel, no messy oil on skin to stain clothes. And—no alcohol to dry out skin and thus aggravate painful cracking! Gaby soothes and babies your skin as it helps you get the tan you want. Favorite of the beaches everywhere!

Gaby
**GREASELESS
SUNTAN LOTION**

Available in Canada, too!

Lets you tan without burning!

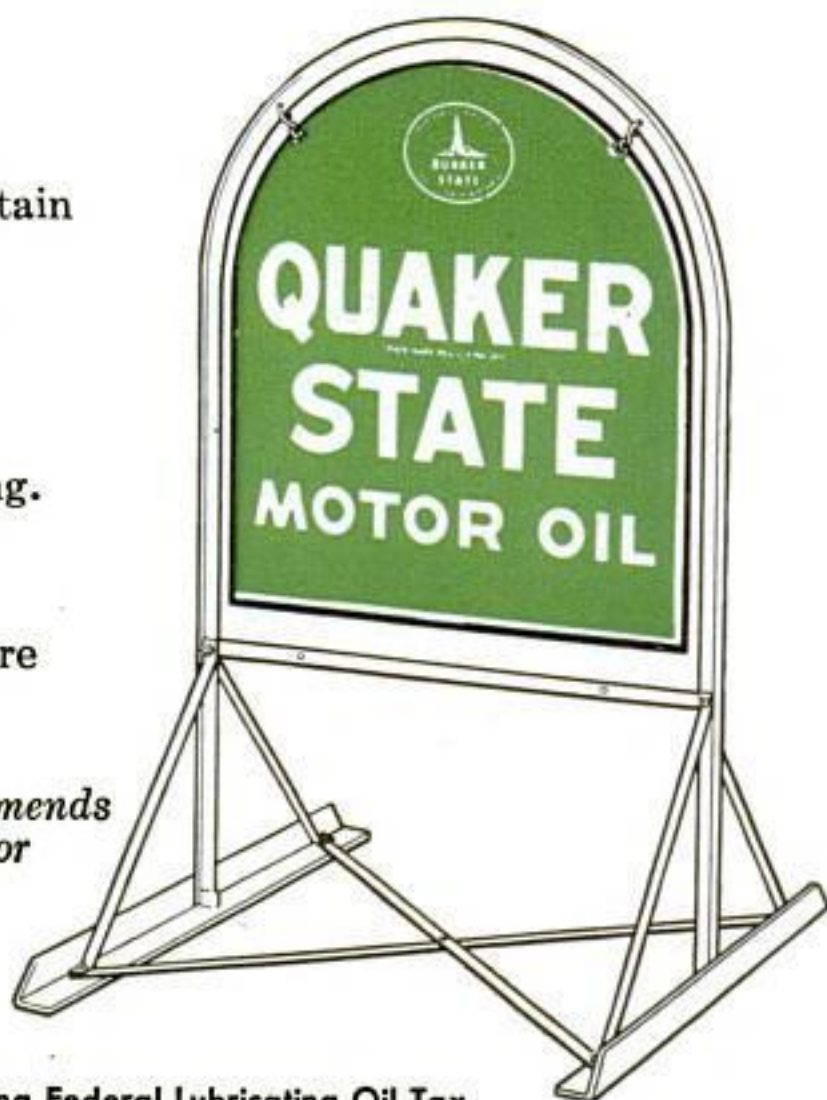


For smoother horsepower!

(KEEPS YOUR ENGINE **COOL**, TOO!)

Quaker State Motor Oil helps maintain the horsepower your engine was designed to produce. Moreover, it's specially tailored to provide extra lubrication protection under hot, grueling conditions of summer driving. Switch to Quaker State Motor Oil today. See how much smoother... how much quieter... how much more powerfully your engine performs.

If the manufacturer of your car recommends Heavy Duty Oil with detergency, ask for Quaker State HD Oil.



40¢ per U. S. Quart including Federal Lubricating Oil Tax

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association

WEDDING RINGS CONTINUED

Every three months the sludge from the washrooms and laundry, the floor sweepings, and the loot from the doormat are mixed together in one homogeneous mass and barreled. The powdered gold from the pans beneath the lathes and the buffing benches, which is the "polishing sweep," yields most of the salvage and is barreled separately. After the waste is burned down, 10 random samples are removed and assayed. The assays are averaged, to give Wood a good idea of what its salvage is worth, and then all the barrels, often as many as 12 or 15, are sold to the highest bidder. The semiannual sale usually brings about \$18,000 and has fetched as high as \$50,000. Altogether Wood's salvage methods are so thorough that less than .003% of its pure gold is totally lost each year.

The chances of theft inside the plant are slight, although Wood does have special alarms on its bullion vault. A separate ledger is kept for each jeweler, showing to the pennyweight (1/20th of an ounce) how much gold he receives at the beginning of a job and how much he returns, in finished work and scrap, at the end. The figures never coincide because of the inevitable wastage, but Schwab has an excellent idea of how much Wood's wastage should be. If it seems excessively large, there is trouble.

Bald-headed jewelers cost less

It is possible and in fact common for jewelers to make off with small amounts of gold unintentionally. They inhale it, swallow it, grind it into the fabric of their clothes. On a hot day a quantity of gold dust may adhere to a jeweler's perspiring hand. Later, when he rubs his hand through his hair, he deposits 10¢ or 15¢ worth. Schwab takes a philosophic view of this but is still fond of bald-headed men. Until recently the hair of women workers was vacuum-cleaned in the factory, and when they washed their hair at home they were required to bottle the water and turn it in. Now the women wear bandanas, which Wood launders free of charge.

Wood's rings are shipped from the factory to 5,500 retailers in all parts of the nation. Purchasers of wedding rings are usually in a dazed condition and in no shape to be sensible about price. Consequently the retailers' markup is high—frequently as high as 150%. This the purchaser meekly accepts and, in fact, insists on. If a kindhearted retailer should suddenly go all to pieces at the sight of young love and offer a 14-carat gold ring worth about \$3 at a superbargain rate of only \$3.95, the purchaser would instantly assume that the ring was made of brass-plated macaroni and take his business elsewhere. It is a sad paradox that only the largest and best-known jewelers, like Tiffany's in New York, can get away with selling a gold ring for \$6.50. Others must charge more or be considered thieves. But, all things considered, it is a remarkable object that is being purchased and a remarkable price might just as well be paid for it.



GOLD SHOVELER at the ring factory takes the dust sucked up by vacuum system connected to the polishing room and puts it into barrel to be refined. This method of housewifely thrift saves J. R. Wood an average of \$100 a day.



HELENA RUBINSTEIN, who discovered the formula for STAY-LONG lipstick, poses for English photographer Cecil Beaton in the art-gallery of her Park Avenue penthouse.

Millions of women switch to Helena Rubinstein's new "Stay-Long" lipstick

AMAZING NEW \$1.00* LIPSTICK IS INDELIBLE, CREAMY AND SMEAR-PROOF

When Helena Rubinstein started her fabulous career, it was considered unladylike to wear any lipstick at all. It took a generation of intrepid pioneering to emancipate women from that dreary taboo.

A few weeks ago Helena Rubinstein pioneered again. She announced the invention of a new lipstick formula which will stay on your lips all day long. The reaction of American women was electrifying. Overnight, STAY-LONG became a major topic of conversation. Department stores and drug stores were besieged. Lights burned all night in the Rubinstein laboratories, where white-coated operators worked overtime to keep up with the avalanche of orders. By the end of this month it is estimated that close to 5,000,000 STAY-LONG lipsticks will have been shipped, and the bandwagon is still gathering speed.

"I believe my new STAY-LONG lipstick is the most perfect lipstick you can wear," says Madame Rubinstein. "After years of experiment, I have discovered a formula which not only makes my new lipstick *last* on your lips, but also *protects* them.

"This formula is a perfect balance of adherent and moisturizing ingredients. You just apply STAY-LONG in the morning, and blot as directed. STAY-LONG will stay on your lips all day, without coming off on your napkin, your cigarette or your baby.

Keeps Creamy Lustre All Day

"Meanwhile, these marvelous new ingredients keep your lips moist and creamy, and counteract dryness! STAY-LONG has a creamy lustre found for the first time in an indelible lipstick.

"I am particularly proud of the STAY-LONG colors. They are the ten most flattering colors imaginable: Red Velvet, Red Raspberry, Orange Fire, Tender Pink, Crackerjack, Apple Red, Sporting Pink, Plush Red, Rose Mauve, Red Hellion. You will find these colors stay on *all day long*, as bold and beautiful as when you first put them on in the morning."

*plus tax

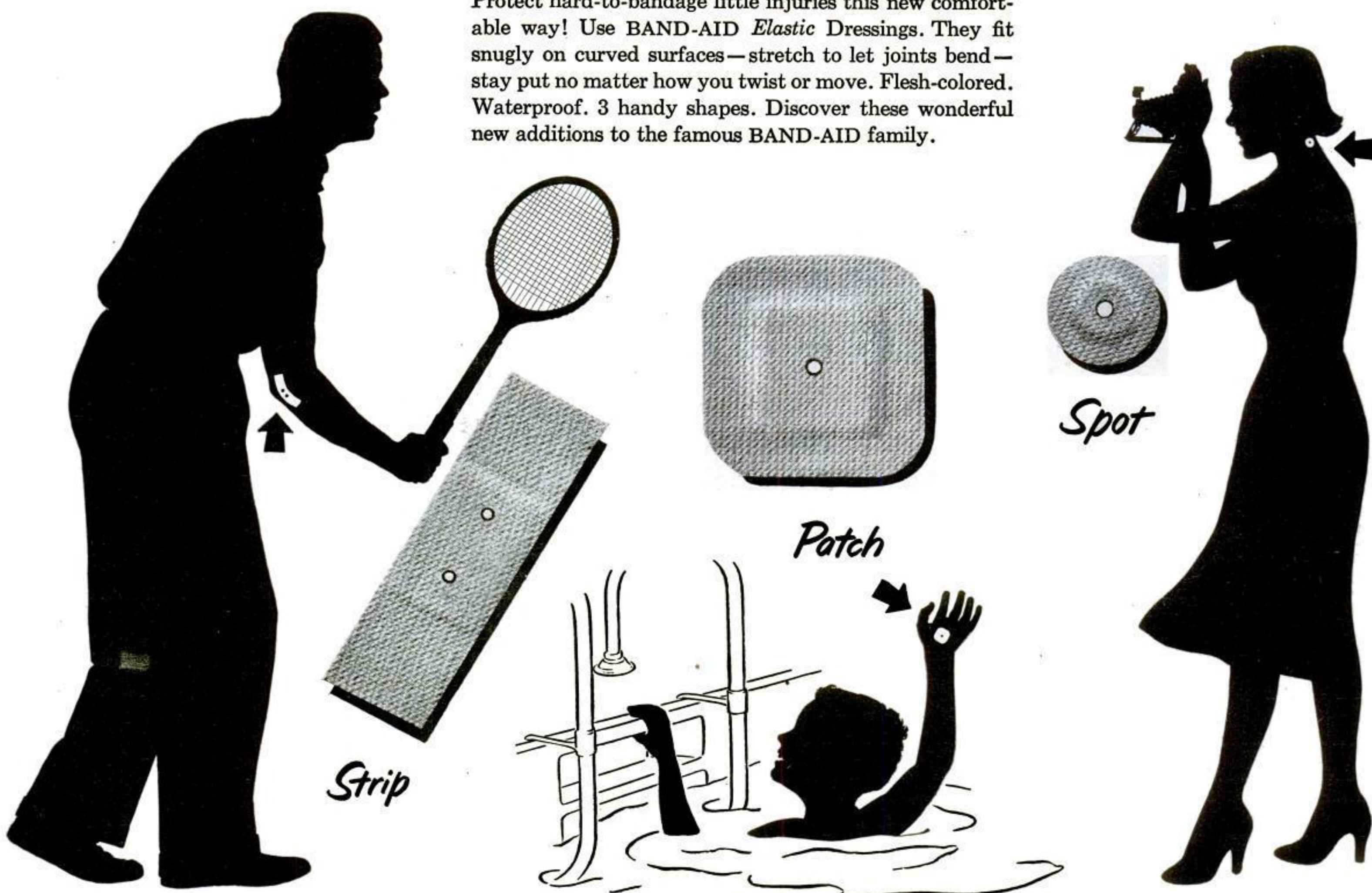


HELENA RUBINSTEIN'S NEW "STAY-LONG" lipstick stays on your lips from morning till night. STAY-LONG comes in ten radiant colors, and costs only one dollar (plus tax)—less than many ordinary lipsticks which are *not* indelible.

Now! BAND-AID^{*} elastic dressings!

They let you move freely! They stay put comfortably! They're flesh-colored!

Protect hard-to-bandage little injuries this new comfortable way! Use BAND-AID *Elastic* Dressings. They fit snugly on curved surfaces—stretch to let joints bend—stay put no matter how you twist or move. Flesh-colored. Waterproof. 3 handy shapes. Discover these wonderful new additions to the famous BAND-AID family.



1. So comfortable on elbows and knees!

Bend and twist all you want. New BAND-AID Strip Dressing stays put. S-t-r-e-t-c-h-e-s as you move. Fits snugly yet comfortably on knuckles, knees, active joints. Comes in convenient oblong shape.

2. So snug on palms and heels!

Ideal for curved surfaces. BAND-AID Patch Dressing shapes itself to palms, heels, legs and arms. Seals on all 4 sides to keep out dirt and moisture. Gives new protection to blisters, boils, *many* hard-to-bandage injuries.

3. So neat on face, neck and hands!

You hardly notice BAND-AID Spot Dressing. A tiny flesh-colored circle. Snug-fitting, inconspicuous. It seals all around the edge. Wonderfully convenient for puncture wounds, tiny cuts, moles, warts, and corns.



**BAND-AID
ELASTIC
ADHESIVE BANDAGE**

**BAND-AID
PATCH
DRESSING**



**BAND-AID
SPOT
DRESSING**

All 3 have these advantages . . .

- They fit better because they stretch
- More comfortable
- Stay put without binding
- Individually wrapped
- 100% sterile
- Waterproof
- Flesh-colored, inconspicuous

Patch & Spot Dressings packed together in new, flat box

*BAND-AID means made by

Johnson & Johnson

Alice in Disneyland

SHE'D NEVER RECOGNIZE HER OLD FRIENDS NOW

CHESHIRE CAT Artist Tenniel drew for book had a sinister grin going well with his line, "We're all mad here. I'm mad. You're mad."

Sooner or later Walt Disney and his dream-machine had to get around to making a movie of Lewis Carroll's *Alice in Wonderland*. The leering, loony faces he has concocted will be a shock to oldsters brought up on the famous John Tenniel illustrations. But kids who have shied away from *Alice* because their parents tried too eagerly to make them read it should be happily surprised when they discover that the White Rabbit and the Cheshire Cat are much the same kind of creature as their pal Mickey Mouse.



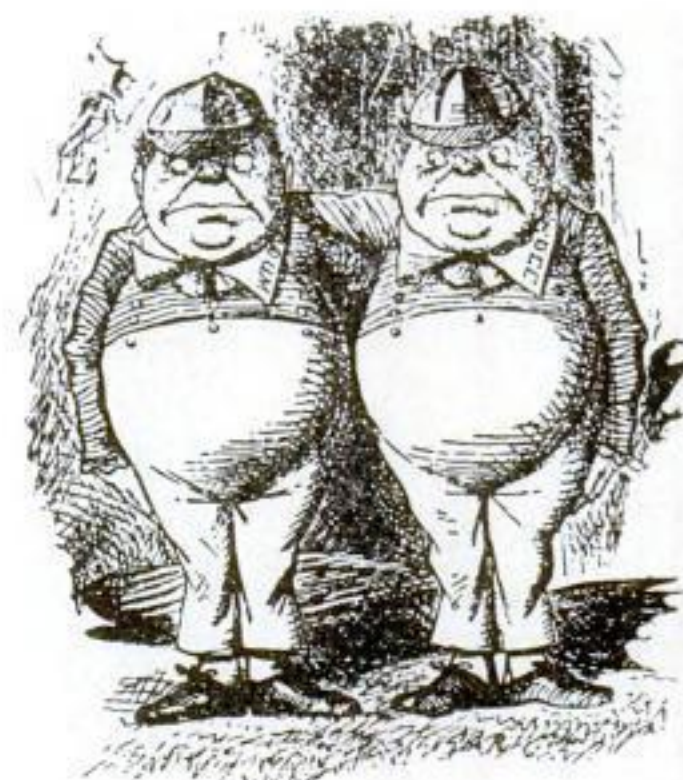
DISNEY'S CAT has broadened his grin to the verge of idiocy. He also has picked up a number of new Disney-inspired tricks, such as taking

off his head and throwing it around like a ball. His voice is the voice of Sterling Holloway, who has spoken for many Disney characters.

CONTINUED ON NEXT PAGE



SULLEN TWINS, Tweedledum and Tweedledee, have equally sour pussies in both versions. Disney borrowed twins, like some other characters, from *Through the Looking Glass*, second of *Alice* books.



THE WHITE RABBIT, who is the first creature Alice meets in Wonderland and who blows the trumpet to open the trial at the end, is even more feckless and ineffectual in the movie version than in the book.



CARD GARDENERS are somewhat more devil-may-care in movie version. Here they paint white roses red before the Queen of Hearts finds out they planted wrong color and has them decapitated.



THE MAD HATTER, entertaining Alice with a song at March Hare's uncomfortable tea party, was modeled on Ed Wynn, who speaks part. March Hare's raucous voice is that of Jerry Colonna.



CONTINUED ON NEXT PAGE



Color your hair at home to
youthful, lasting beauty

with *Tintair*

—no chance of error!

Just follow the simple directions

June Harvee

lovely star of the Broadway hit "Affairs of State" and co-star of "A Lady Possessed" says, "Yes, wherever you see smart women, you see Tintair! Now you can have a whole, glorious new personality—in just a few magic minutes! Color your hair—at home—with Tintair!"



Princess Obolensky (Mrs. David Morgan) says, "I use Tintair all the time—it's so easy, so fast! And...sssh...it hides my grey hair so beautifully!"



Mrs. Igor Cassini lovely New York socialite, says, "I'd rather color my hair at home with Tintair than go to the most expensive salon!"



Candy Jones charming television personality and Director of Conover Career Girl School says, "Tintair colors my hair perfectly—and it looks so natural!"

Just brush it on — for that natural look!

Only Tintair has "Vegetable Catalyst D"

The really *smart* look for summer is the radiant, all-over-even look of glamorously colored hair! *No streaky, faded, "sun-and-water" hair when you use Tintair!* Tintair lightens natural hair one to four shades, darkens, reddens, matches your own hair, or even completely covers grey hair... leaves it soft, manageable, brilliantly highlighted! *Quicker to use than any other lasting hair coloring*—so good it's actually commended by Parents' Magazine! Use Tintair *before* or *after* a permanent... no shampooing first, no pre-bleaching—just brush it on, that's the sure way to get that natural look! Tintair's exclusive "Vegetable Catalyst D" automatically turns off the coloring action 15 minutes after application! *Wherever you travel—wherever you go—take Tintair with you!* 12 fashion-first colors at your cosmetic counter... buy Tintair today!



Like the most expensive Fifth Avenue professional treatment costing up to \$25—yet you give it to yourself at home—and \$2 save up to 3 hours—for only **2**

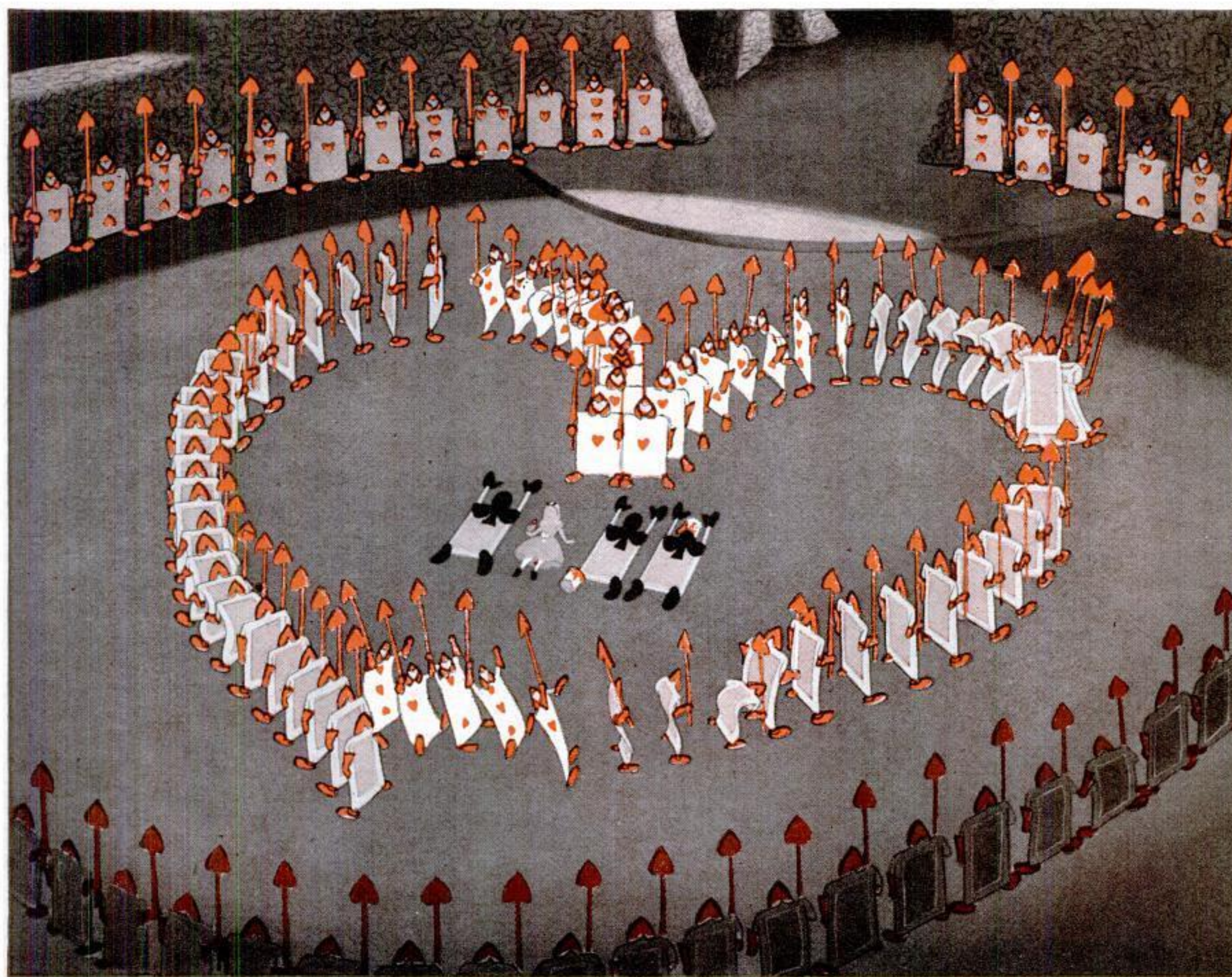
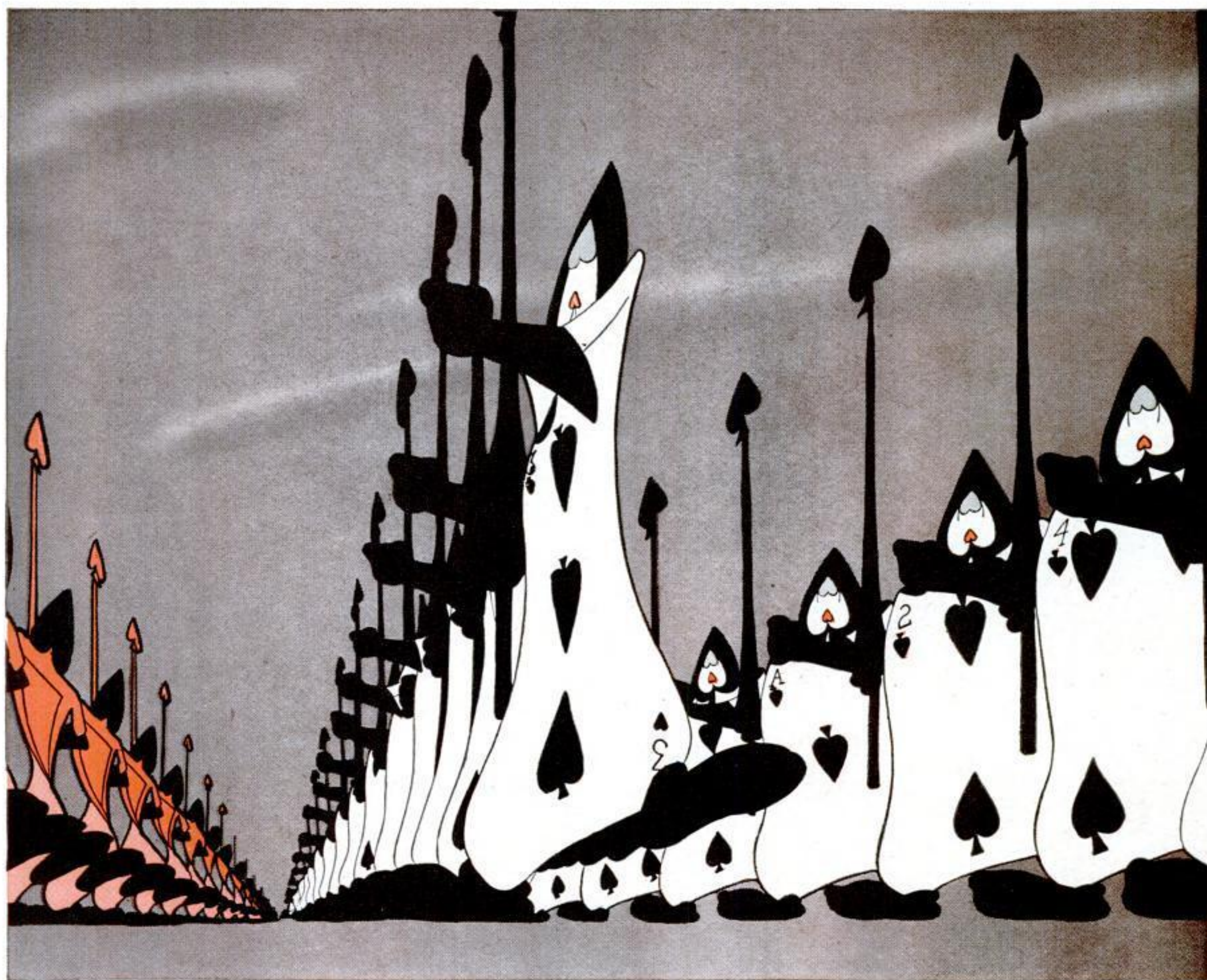
Tintair
HOME HAIR COLORING

JUST **BRUSH** IT ON!

Nature Isn't Always Right — But Tintair Is!

DISNEY ADDS HIS BEST TOUCHES

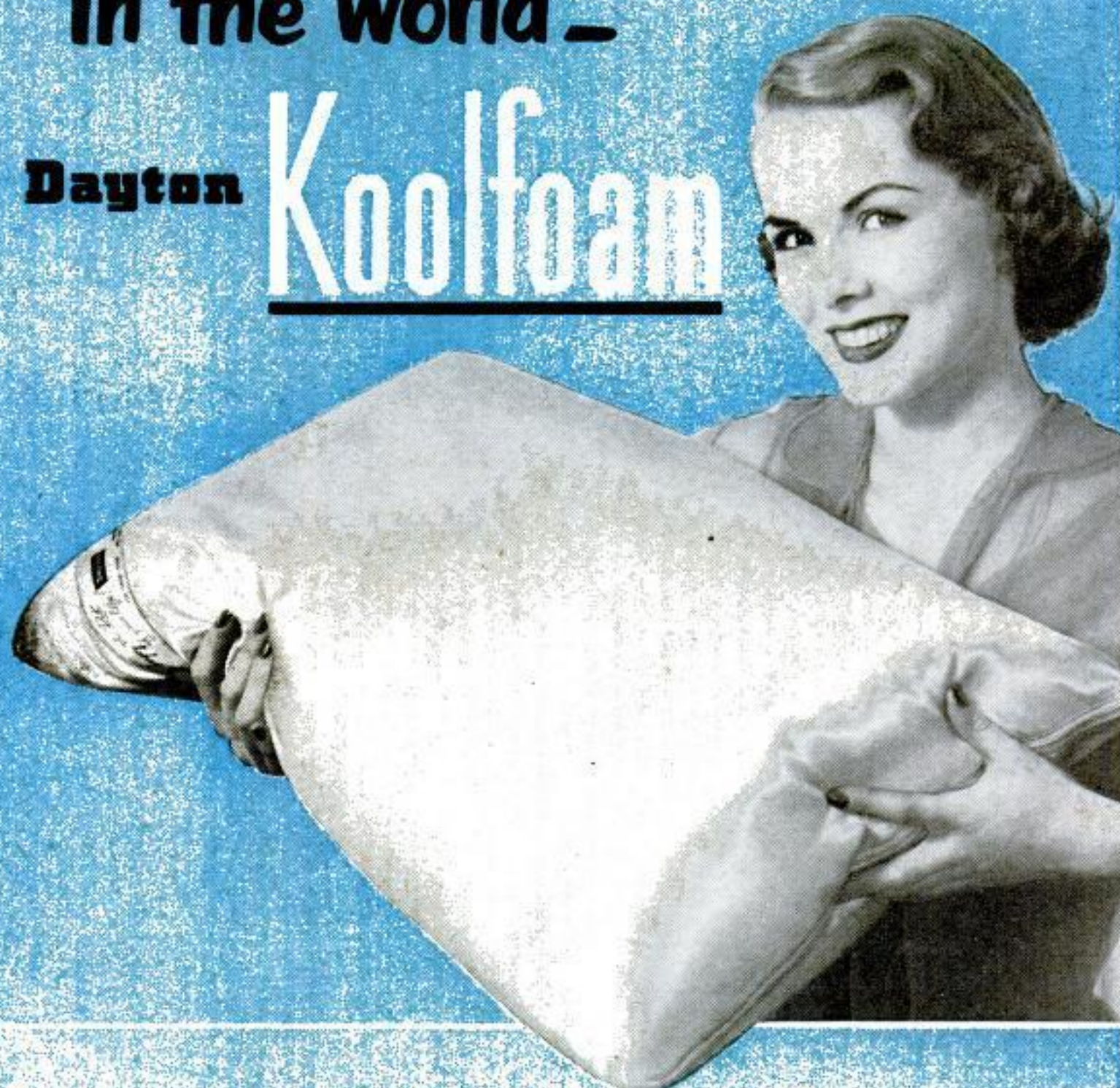
MARCHING CARDS, in a sequence barely hinted at in the book, perform complicated maneuvers. Lively stylized figures like these show Disney cartoon technique at its best.



HEART RING forms ominously around Alice and the three careless gardeners preparatory to arrival of the redoubtable Queen of Hearts who condemns them to death.

Meet the softest, coolest,
most buoyant pillow
in the world—

Dayton **Koolfoam**



You really *owe* it to yourself to see the Dayton KOOLFOAM Pillow. It's so much softer . . . so much more resilient . . . so inviting to sweet dreams.

It gives you more in genuine sleeping comfort because only KOOLFOAM is made by Dayton's patented process that creates *uniform, round* air cells, rather than irregular, reticular cells—and washes the foam in pure, natural, ultra-soft mountain water. The result is a pillow with more buoyancy, more restful support than any other foam latex pillow . . . and a feel that is unequalled.

That's why 98% of America's leading department stores select KOOLFOAM Pillows as sales leaders in their stores. Railroads, airlines, and hotels specify KOOLFOAM Pillows. Troop carrying trains use them. And in recent tests *with brand names concealed*, women chose Dayton KOOLFOAM Pillows by two to one.

Go see, feel, and compare KOOLFOAM now on sale at your favorite store. You'll say what millions have said of KOOLFOAM Pillows before you—"That's for me!"

Only \$9.95
with nylon cover \$10.95, De Luxe size
(40% larger) \$12.95, Baby Pillow \$4.95
Junior Pillow \$4.65
(Prices subject to change without notice)
Allergy-free . . . mildew-proof . . . clean and
sanitary . . . completely washable . . . Sanfor-
ized zippered cover . . . white, pink, or blue.



Enjoy the Rest of your life!

Dayton **Koolfoam** pillow

TRADE MARK

The world's largest manufacturer of foam latex pillows
DAYTON RUBBER COMPANY • DAYTON 1, OHIO

ALICE CONTINUED

LIVE ALICE HAD IT ROUGH

To help make the movements of their characters look smooth and natural, Disney animators are shown films of live people going through the same motions. For Kathryn Beaumont, the 12-year-old English girl who was the model for Alice (and also provided her voice), the motions were many and complex and sometimes dizzying (*below*). Studio technicians fixed up an ingenious collection of contrivances to spin and whirl and drop her down imaginary rabbit holes, so that the artists could put in the requisite life and sparkle to make *Alice* a happy film.

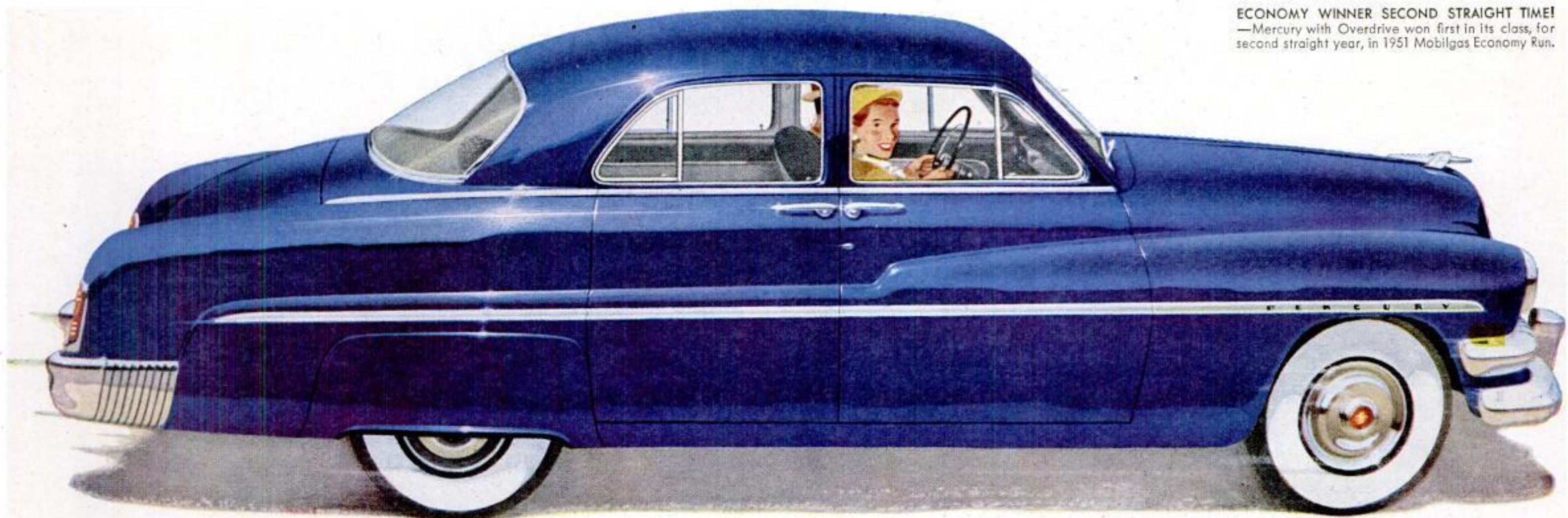


GOING DOWN a rabbit hole is easy for cartoon Alice after the live one has been tested on a device which blows her apron up.



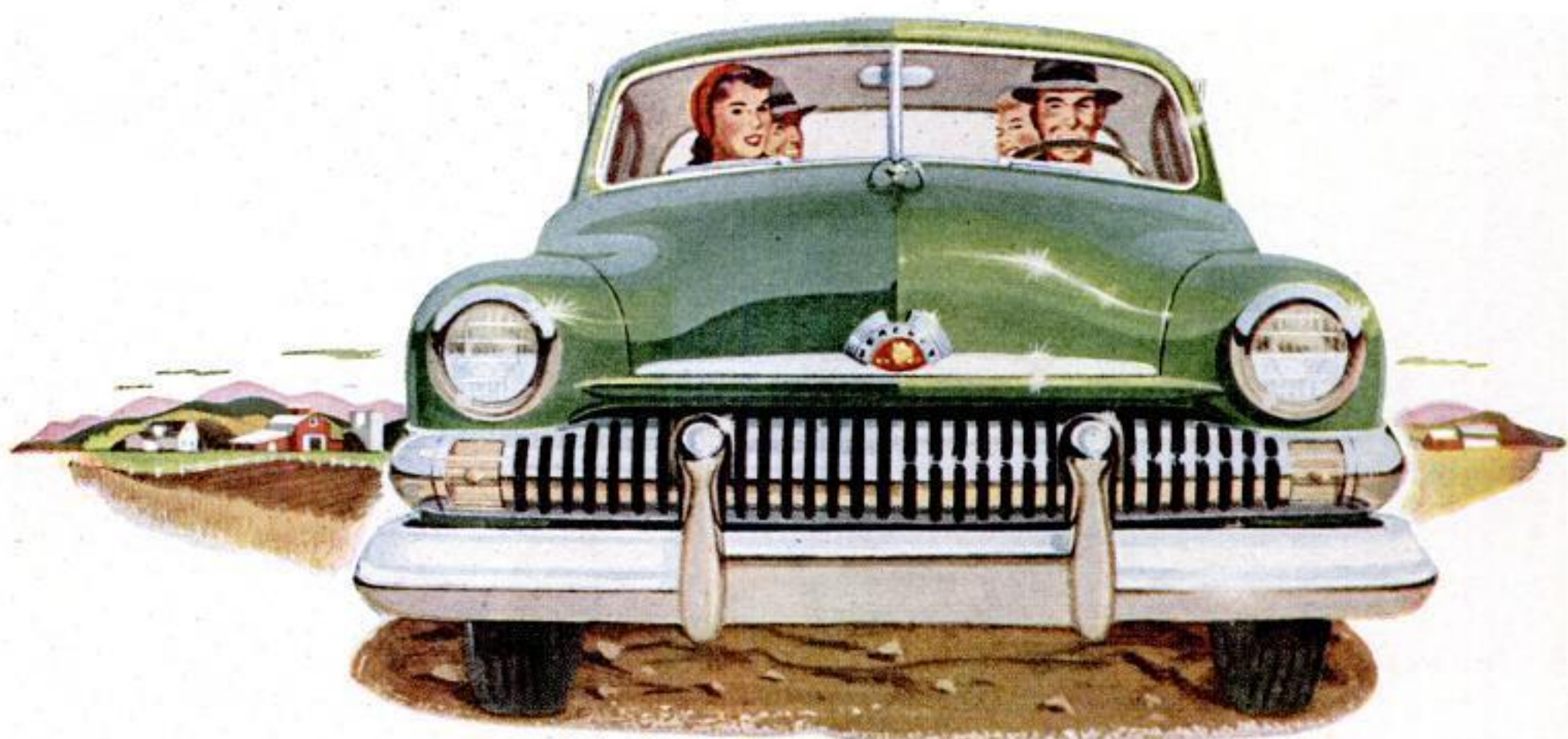
GOING DOWN glass table leg, after being abbreviated by Wonderland drink, is practiced on an ordinary playground-type slide.

ECONOMY WINNER SECOND STRAIGHT TIME!
—Mercury with Overdrive won first in its class, for second straight year, in 1951 Mobilgas Economy Run.



"Nothing like it for **Plus Value**!"

You save when you buy it...
you save when you drive it...
with long life and low upkeep
built in from bumper to bumper!



Standard equipment, accessories and trim illustrated are subject to change without notice.

There's *plus value* built right into every new 1951 Mercury. You'll recognize this *at once* when you see how much car you get for your money. And you'll appreciate this extra value all the more when you see how a Mercury saves you money over the miles and years. Remember, too, a Mercury is solid assurance of high resale and trade-in value.

But *plus value* isn't all. With a 1951 Mercury you get unsurpassed riding comfort. Oversize balloon tires work together with Mercury's better spring suspension to smooth out the bumpiest road. You and your family will enjoy plenty of "move around" space. For Mercury is built to give houseroom to six *big* people!

Now look to Mercury for lasting style! See those new smooth-flowing fender lines—that handsome new grille. Marvel at Mercury's exquisite new interiors. Here's a real beauty to be admired by all!

Any way you look at it—for *plus value*, style, performance—the new 1951 Mercury is "the buy of your life!" See it at your Mercury Dealer's today.

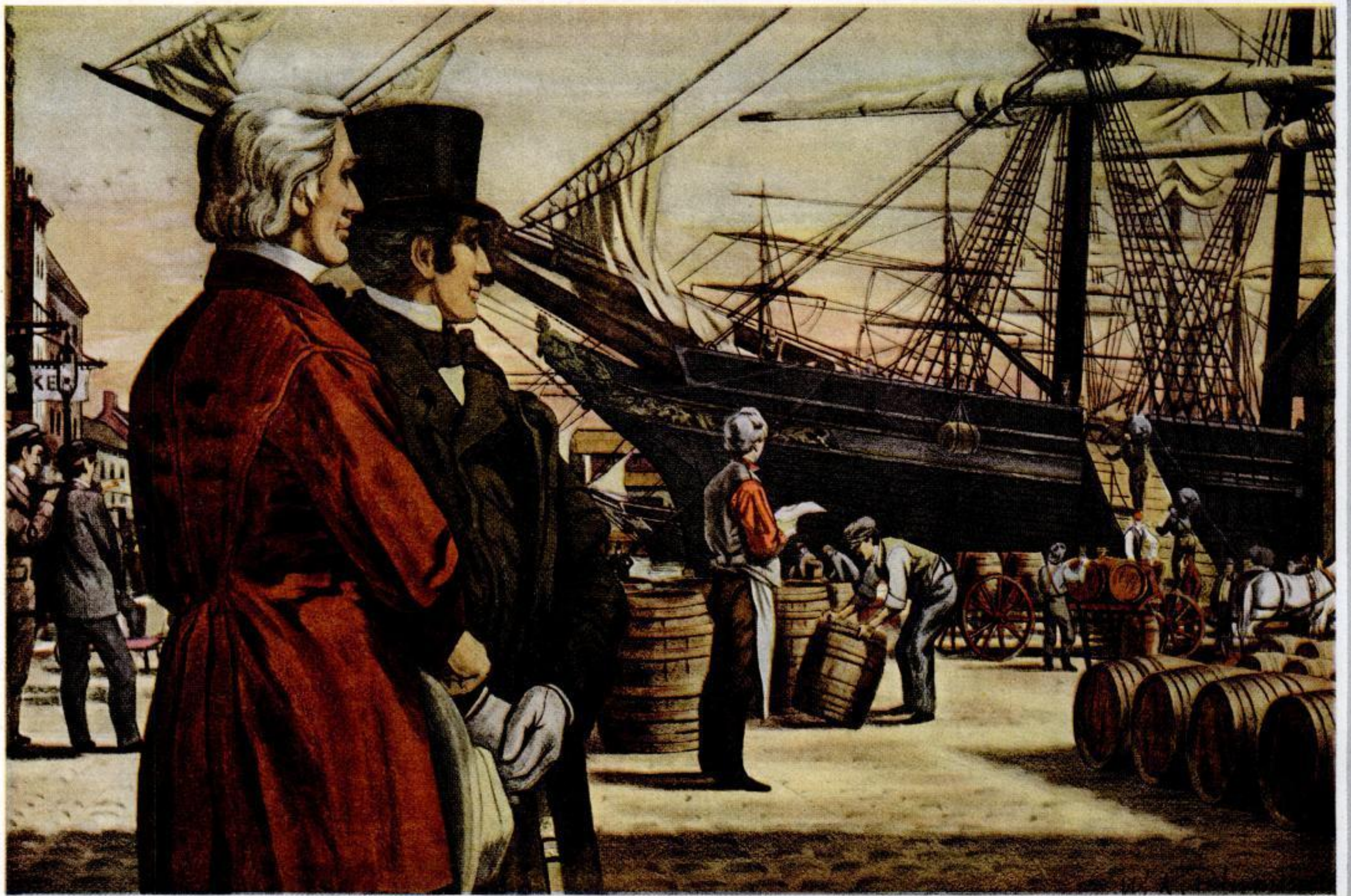
New 1951

MERCURY

Nothing like it on the **Road**!

3-WAY CHOICE! For "the drive of your life!" Mercury now proudly makes available a triple choice in transmissions. Merc-O-Matic Drive, the new simpler, smoother, more efficient automatic transmission—or thrifty Touch-O-Matic Overdrive are optional at extra cost. There's also silent-ease synchronized standard transmission.

MERCURY DIVISION—FORD MOTOR COMPANY



A SHIPMENT OF OLD CROW FOR THE "EUROPEAN TRADE"

The past century saw James Crow's whiskey carried by clipper ship to England, Scotland and other countries, where it was hailed as America's finest.

OLD CROW

Kentucky Straight Bourbon Whiskey

It was not the quantity of Old Crow shipped abroad but the quality that built an international reputation and demand for this fine Kentucky whiskey. A century later we find Old Crow's fame world-wide, its rich Kentucky taste more keenly appreciated than ever before. Have you tried it—recently?

A TRULY GREAT NAME

Among America's Great Whiskies



100 PROOF • THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

PEEKING behind painting, two young buyers look for name of artist on back of canvas. Painted by Sarai Sherman, it was tagged early by an avid art collector who bought 10 tickets.

\$100 ART GRAB BAG



MILLING about the crowded museum galleries, the buyers jockey for clear view of the art bargains.

BARGAIN HUNTERS STORM MUSEUM, GET THEIR MONEY'S WORTH

While New Yorkers were thundering through department stores to snap up bargains in toasters and electric irons (LIFE, June 11), another bargain stampede took place in an unexpected quarter—within the walls of the genteel Whitney Museum in Greenwich Village. There the Artists Equity Association had assembled 550 works of art produced and donated by its members for a fund-raising sale. Unlike most sales, this one was open only to those who had bought a \$100 ticket beforehand. Each ticket entitled its holder to a painting or statue to be chosen when the sale took place. Sniffing a good buy, more than 500 people paid their \$100 in hopes of getting a work of art worth five times that amount. On the day of the sale, ticket-holders

began to camp outside the museum four hours before the doors were to open. Some had come from Chicago, Baltimore, Albany to try their luck. Three policemen patrolled the line which stretched halfway around the block. At 7 p.m., 11-hour, the doors opened and the invasion began. Husbands sent wives to scout upper galleries, while they were elbowed by old ladies looking for "pretty" pictures or frantic customers haggling over abstractions. To make the choosing more difficult, the names of the artists had been concealed so that only the most sophisticated buyers knew what they were picking. Undaunted, they slapped stickers on almost everything in sight, within an hour and a half had spent \$52,000 on art worth \$150,000.

Enjoy the Efficiency and Beauty of Serviset!



Have more time for
Red Cross and other
patriotic efforts!



SERVISSET
by Sutherland

In these days when more work is required of all of us, do as many busy women are doing—
increase your efficiency—conserve your time for other duties—use SERVISET.

SERVISET is the inexpensive table-setting that does away with the bother of dishwashing. Truly a joy to use!

SERVISET consists of Handi-Handle® paper cups, plates, napkins and tablecover, and comes in 18 attractive matched designs for everyday use and most special occasions. At your favorite store, or write for name of nearest dealer.

SUTHERLAND PAPER COMPANY • KALAMAZOO MICHIGAN

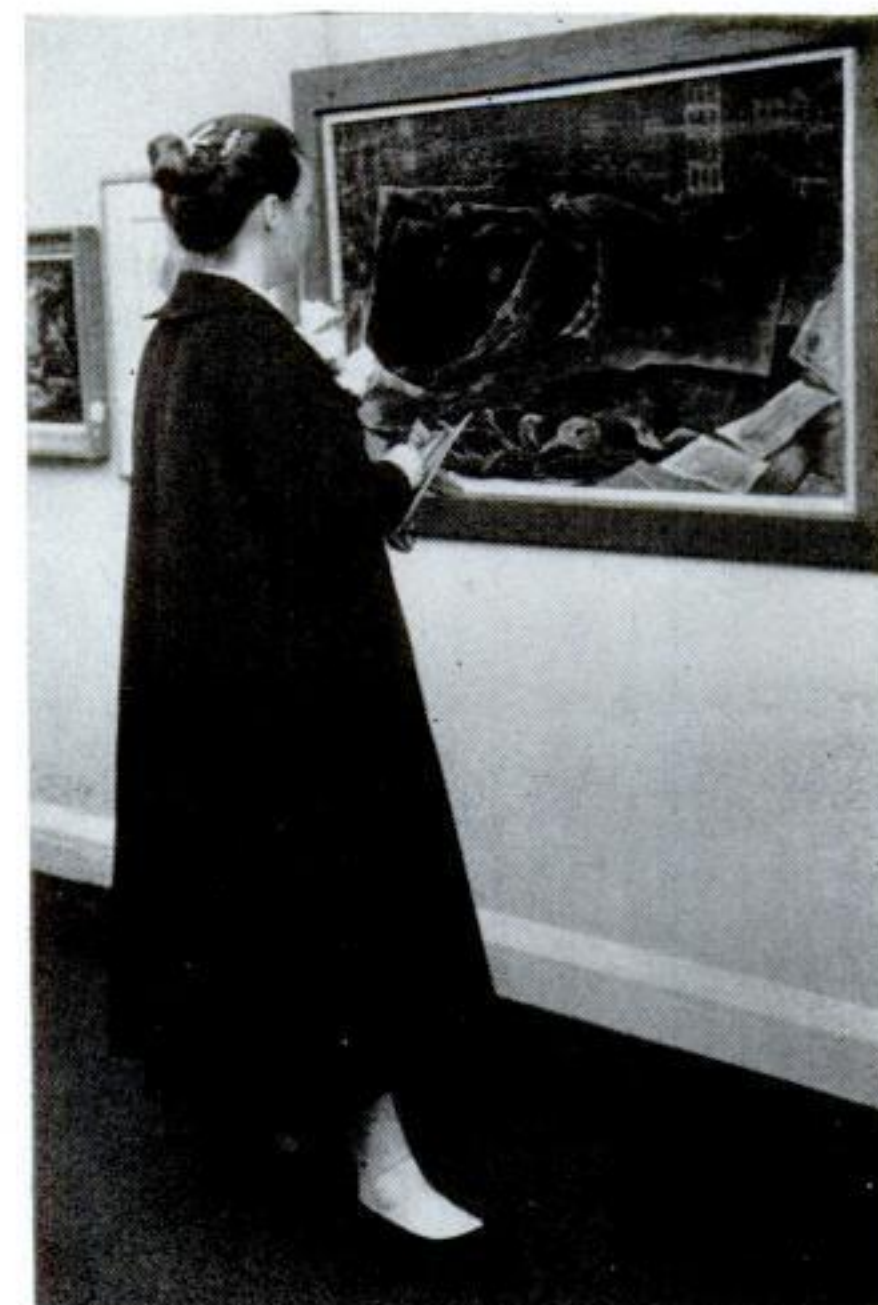
Art Grab Bag CONTINUED



RIVAL BUYERS call Equity representative to help decide who tagged the picture first. The man won.



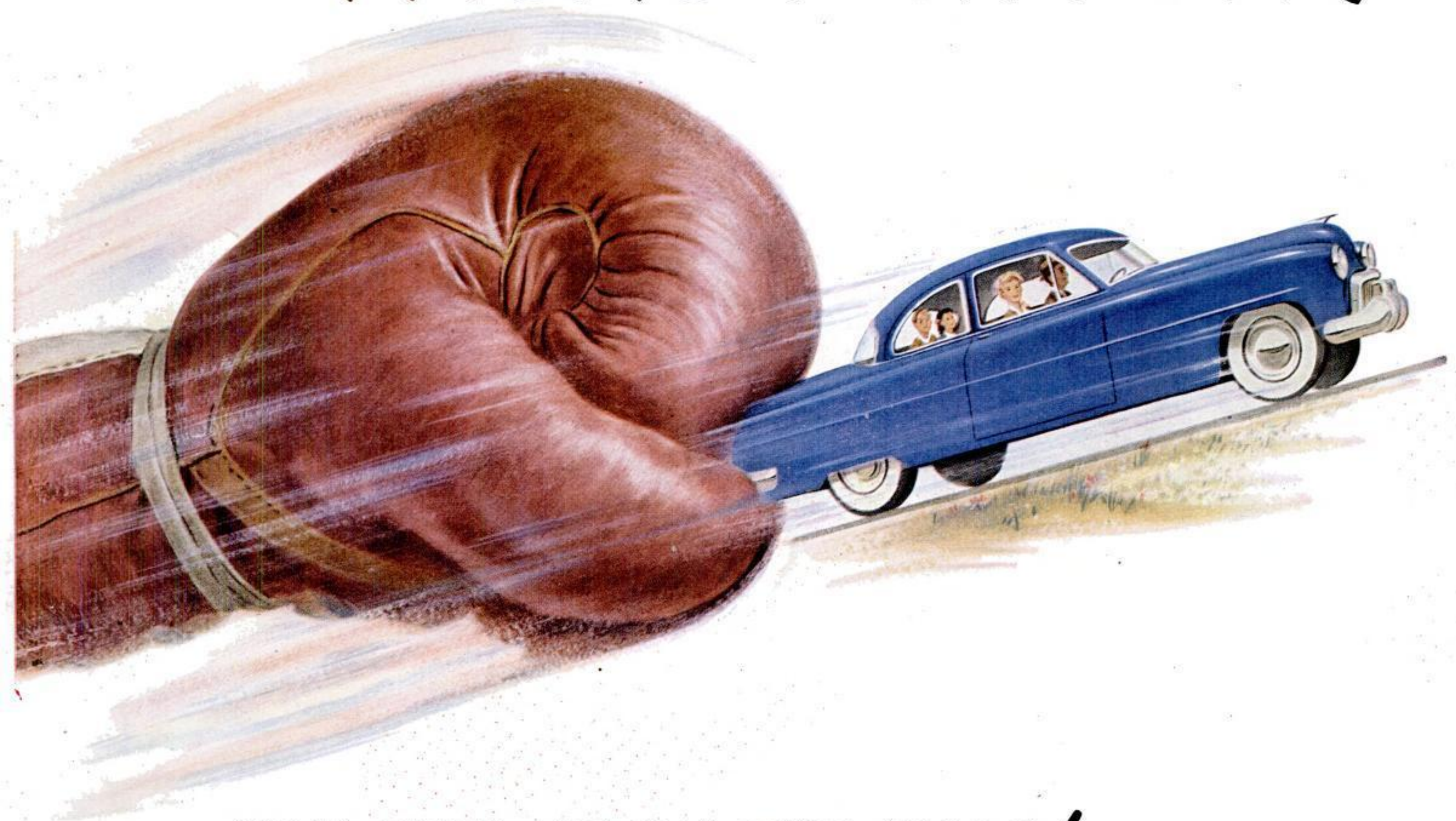
CONTENTED BUYER puts sticker on choice. He made two tours of gallery, finally picked landscape.



HESITANT BUYER wavered before choosing painting, later found it the top bargain, worth \$1,000.

[CONTINUED ON PAGE 97](#)

PACKS PUNCH!



YOU FEEL IT ON THE HILLS!



Volatane Control *delivers perfect power*

As you zoom up the hills, you'll enjoy the flow of perfect power in *Sky Chief*. Fact is, it feels like the power of an extra motor!

Sky Chief's the gasoline that packs punch. That's because of its *Volatane Control* . . . controlled volatility and octane, scientifically balanced. You get quick starts, smooth getaways, rapid acceleration.

So fill up with *Sky Chief* at your Texaco Dealer — *the best friend your car ever had.*

THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and Latin America



Wilco!

"Will comply . . . your order has been received and understood and will be carried out."

That's the answer the "Old Man" gets when he tells his communications chief to "wire it in." Then he knows he has another forward observation post . . . another pair of friendly eyes to assist him in the difficult operations ahead.

More than that, the answer "Wilco" exemplifies the spirit of the American combat soldier . . . reveals his determination to do the job however discouraging or tough that job may be . . . to the full limit of his abilities.

For he is the man who has put force of arms behind the stand a free world is making against aggression. He is putting his mark on the history books of the world.

And he knows so well that communications is the life blood of the combined effort . . . that much of his success or his failure depends upon the equipment supplied by the U. S. Army Signal Corps.

Today . . . more than ever before . . . he needs other young Americans serving with him who can also reply "Wilco" to the nation's needs and join with him in wearing the Mark of a Man, the uniform of the American combat soldier.



U. S. ARMY

VISIT YOUR NEAREST U. S. ARMY
AND U. S. AIR FORCE RECRUITING STATION

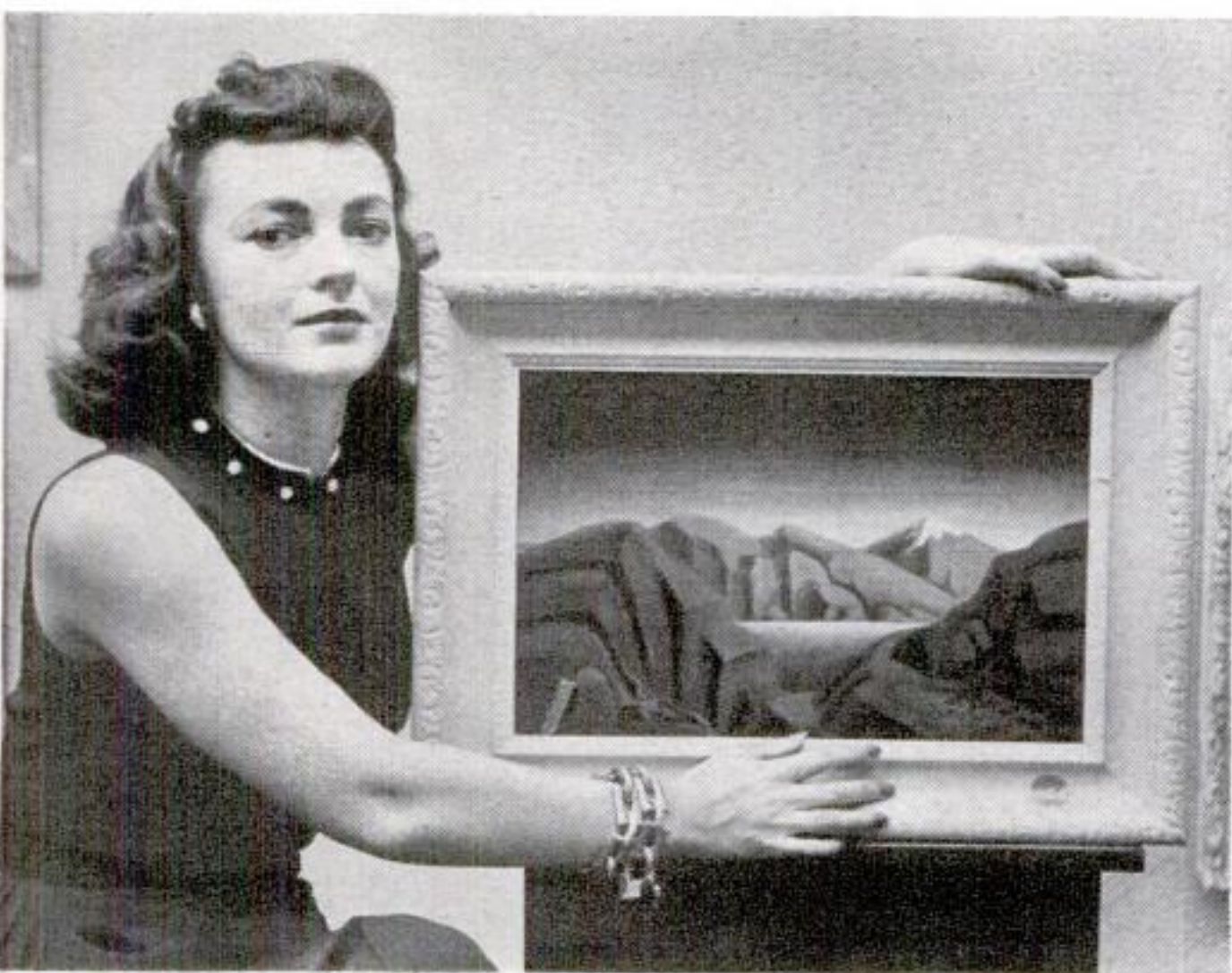


THE MARK OF A MAN!

The Combat Infantryman's badge, worn proudly over a soldier's left breast pocket, is the mark of a man.



FIRST CHOICE, a statue by Milton Hebal, was made by Teacher Mildred Pike, who rushed to sale from school.



LAST CHOICE went to Novelist Kathleen Winsor who arrived three hours after sale began, picked somber landscape by Mural-Painter Auriel Bessemer.



CHOICE CHOICE was made by E. Powers Jones and his wife who recognized style of celebrated Artist Ben Shahn.

*Display your
Good Taste
proudly*

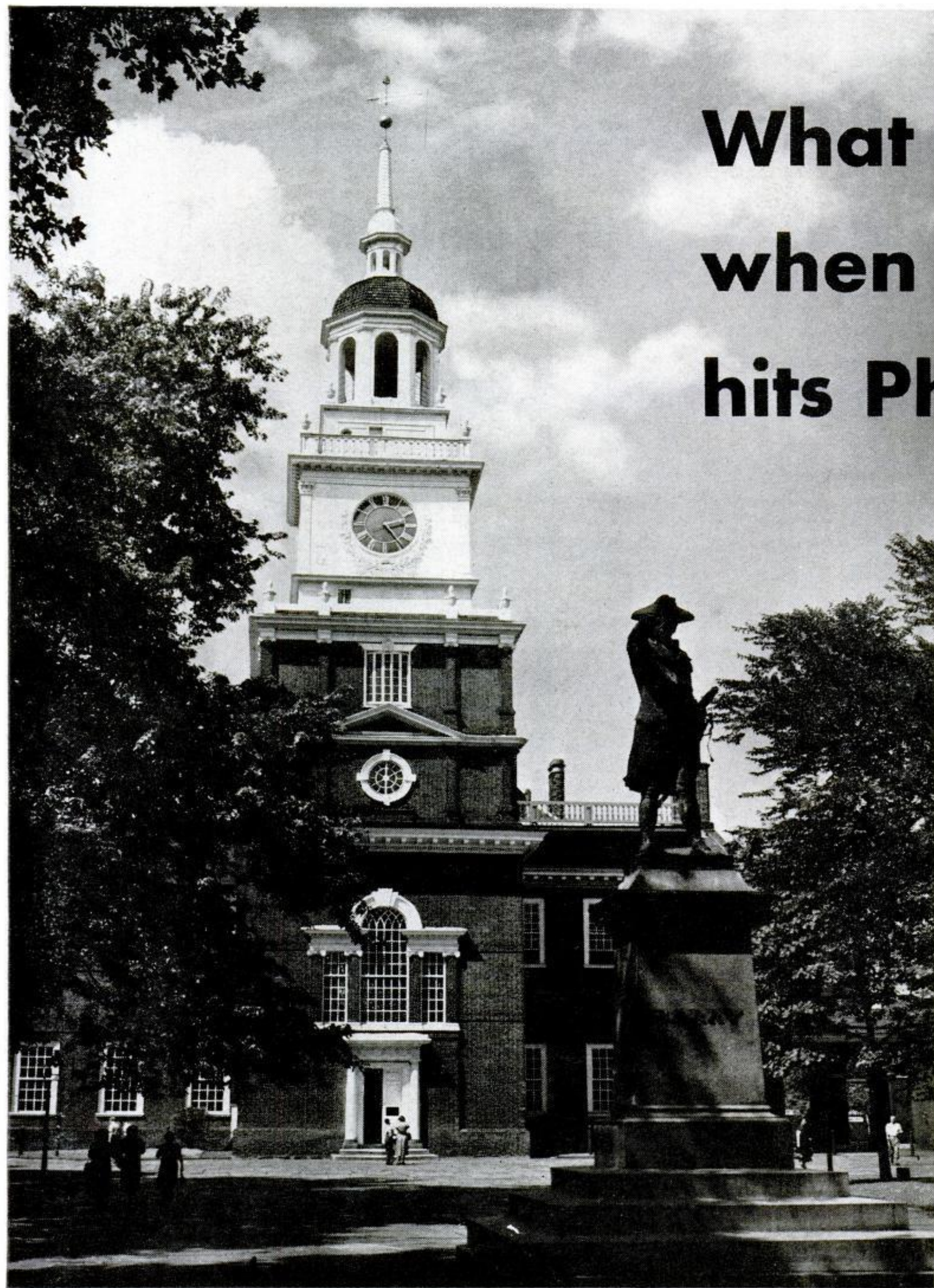
Knowing hosts serve
Park & Tilford Reserve
proudly...and knowing
guests appreciate the
compliment. Wherever a
premium is placed on
quality, there Park &
Tilford Reserve receives
a warm welcome.



**PARK & TILFORD
RESERVE**

*-the finest-tasting whiskey
of its type in America!*

*The Premium Whiskey
at a Popular Price!*



What happens when **LIFE** hits Philadelphia?

THIS YEAR, the 175th Anniversary of the Declaration of Independence will be celebrated by all Americans and particularly by the over three and one-half million people of the Philadelphia area.

Philadelphia's place in American history is matched by the contributions of its industries to America's economic strength today.

It's not surprising that in this city LIFE occupies a unique position. For LIFE—as no other magazine—vividly records the contemporary history of this nation and helps manufacturers and merchants move merchandise to millions of customers.

Today, LIFE is read by nearly 3 out of 5 people in Philadelphia.* As the examples on these pages show, LIFE has a deep effect on the civic, cultural and economic life of this city. In city after city, this is a familiar story. For LIFE—read by more than half the nation*—has become part of the entertainment and enlightenment of Americans everywhere.

*From *A Study of the Accumulative Audience of LIFE* by Alfred Politz Research, Inc. This study reveals how LIFE's audience grows from 23,950,000 in a single issue to a total of 62,600,000, different people, in thirteen issues.

PEOPLE AND PLACES FEEL ITS POWER...



The Philadelphia Orchestra is managed by Mr. Harl MacDonald who says: "LIFE's story on our southern tour helped us materially in securing financial support." 67% of LIFE readers are in upper economic groups.*



The Phillies, reported as pennant contenders last spring by LIFE, won 1950 flag. Says Owner Bob Carpenter: "That story was typical LIFE coverage of outstanding sports news—it helped bring more fans to our park."



Philadelphia Socialite Mrs. Anne Bromley was on LIFE's cover twice, reports the excitement of "suddenly being known everywhere by nearly everyone you meet." Over 13,000,000 young adults, aged 20 to 29, read LIFE.*

CIVIC AND COMMERCIAL LEADERS FEEL ITS INFLUENCE ...



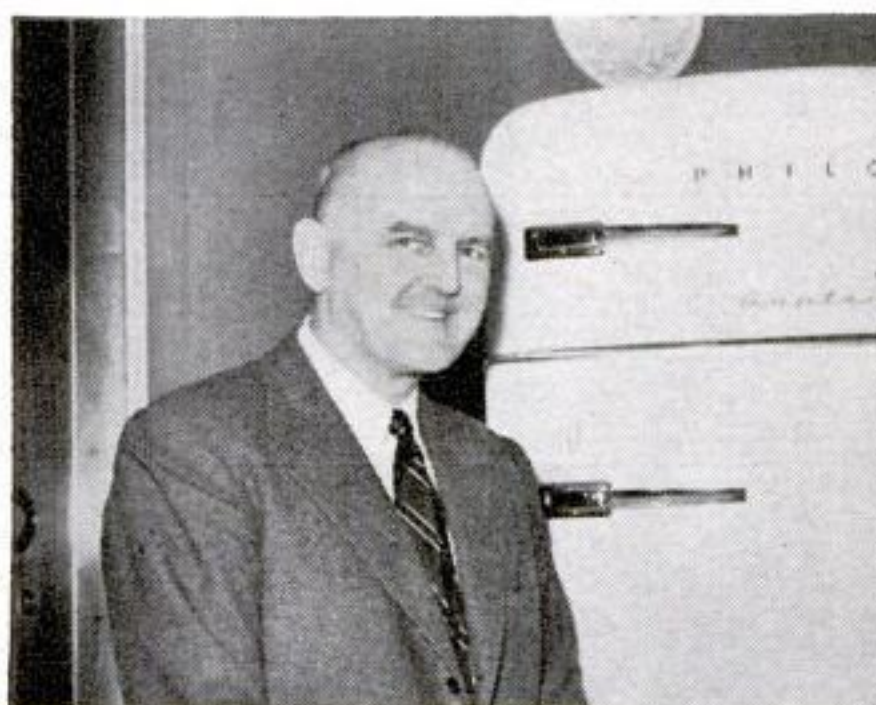
President of the University of Pennsylvania, Harold E. Stassen: "Through its vivid pictorial messages of distant areas, LIFE plays an important role in preparing citizens for America's responsibility of global leadership." 77% of all college-educated people are LIFE readers.*



Stetson Hat Company President David H. Harshaw: "I have long known LIFE's influence on all classes of Americans. I am particularly impressed with LIFE's influence on men's wear retailers."



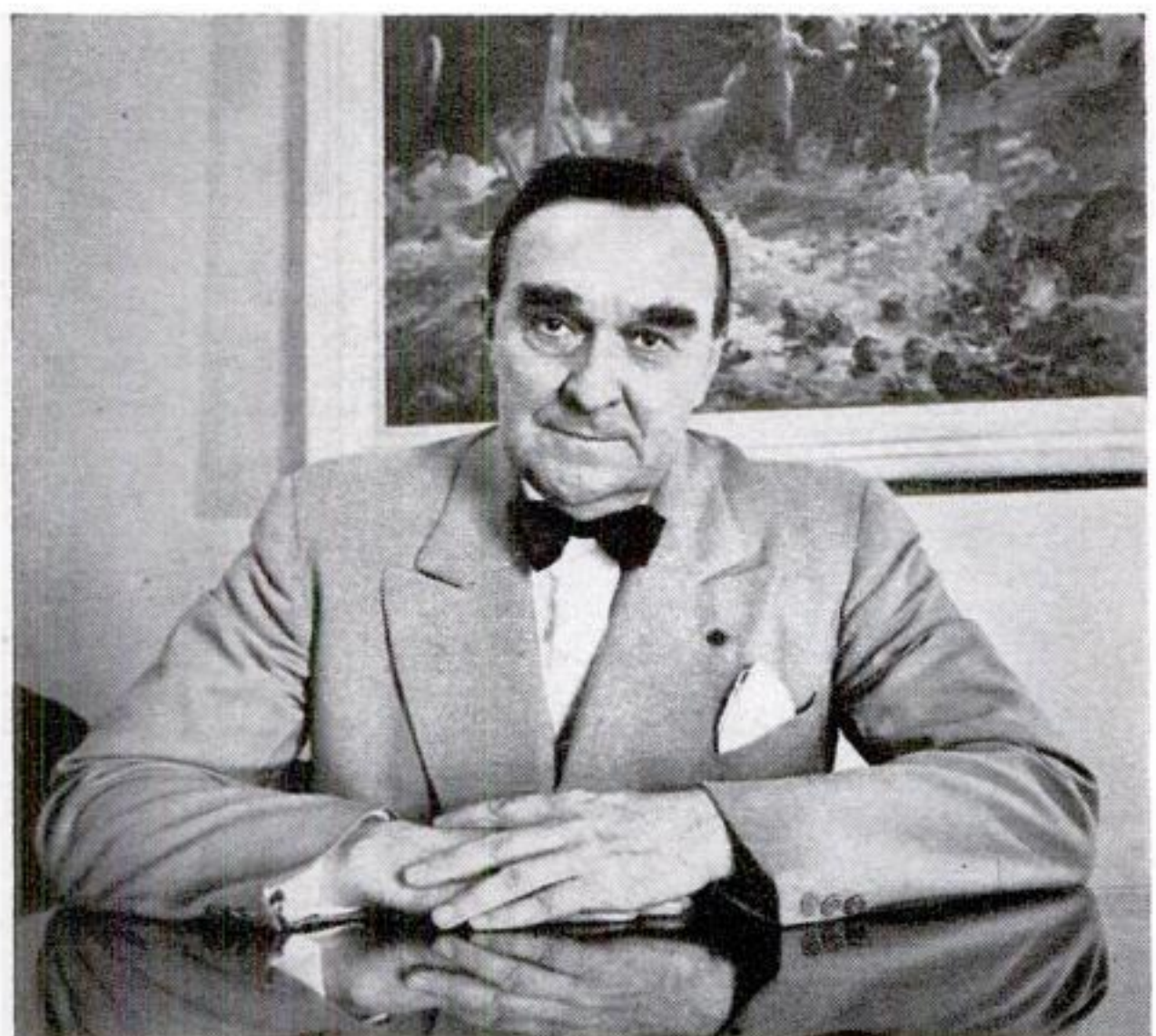
Campbell Soup Company President James McGowan: "Our feelings about LIFE are best illustrated by our continuing advertising in its pages." 56% of all shoppers buying canned soup read LIFE.*



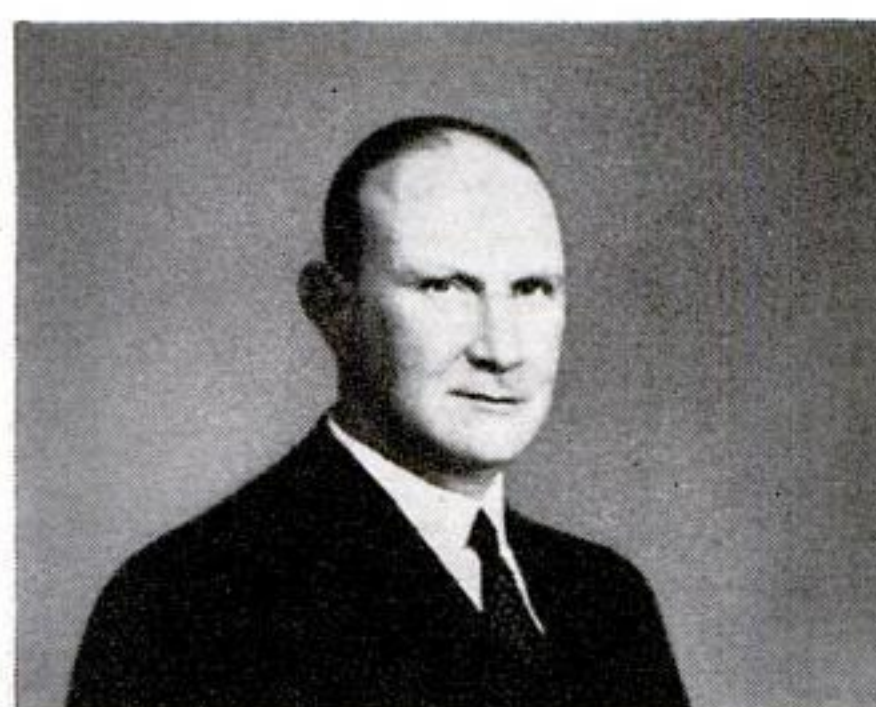
Philco Corporation President William Balderston: "I am impressed when reading LIFE's timely editorials and news coverage, with the editors' awareness of their responsibilities to America."



RCA Victor Vice-President Joseph B. Elliot: "LIFE's tremendous local impact on city after city greatly helped RCA '45' records to gain 35% of total record sales in America in two years' time."



Editor of the Christian Herald Magazine, Dr. Daniel A. Poling wrote the LIFE article, "A Protestant's Faith," which drew requests for 9,000 reprints. Said Dr. Poling: "The tremendous response shows that Americans today are earnestly seeking secure spiritual foundations."



Pennsylvania Railroad President Walter S. Franklin: "LIFE's growth is America's appraisal of an interesting magazine." Today LIFE—America's largest magazine—reaches 62,600,000 people.*



Stephen F. Whitman & Son, Inc. make the famed Whitman's Candy. Says President Louis L. McIlhenney: "Our salesmen tell me how impressed druggists are with LIFE's local influence."



Cerebral Palsy Campaign Director, Karl T. Weger: "The impact of LIFE's cerebral palsy story was so great it doubled the return from our direct mail appeal for funds; a women's service group offered its services."



At Palumbo's, famous Philadelphia restaurant, Owner Frank Palumbo comments on response to "LIFE visits Palumbo's" (June 27, 1949): "LIFE's article swamped our banquet department with requests for wedding parties."



Wanamaker's John Wanamaker says: "We continuously use window and floor space to show LIFE-advertised goods." Wanamaker's, like all other department stores, capitalizes on the 31,550,000 people in LIFE's feminine audience.*



“Head To Toe” Protection!

Shakti

MIRACULOUS POWDER DEODORANT
KEEPS YOU SAFE ALL OVER!

- Has an unobtrusive, fresh, subtle scent all its own
- Gives *all-over body protection* unmatched by “under-arm” deodorants
- Stops perspiration odors *before* they start!
- Easy-to-apply *powder* more pleasant to use than creams, liquids!
- Soothes skin like a real *anti-irritant* even when used after a depilatory!
- Banishes odors that *cling to fabrics* like nylon blouses, slips, woollens
- Helps prevent rashes *under all types of girdles!*
- Enhances and blends with any other fragrance you may wear!



BOTH
FOR
1.85
PLUS TAX

SHAKTI—A GIFT with COTY TOILET WATER

Choose your favorite Coty Toilet Water—splash it on your entire body...dash it on hands and wrist...sprinkle it in your shampoo rinse. Enjoy the feeling of pleasure it gives you, and those about you. And now, with Coty Toilet Water you receive FREE an unbreakable Travel Flacon of miraculous SHAKTI!

SUPPLY LIMITED...HURRY!

COTY

Compounded and Copyrighted by Coty, Inc., in U. S. A.



Mrs. Roosevelt in Quadruplicate

Eleanor Roosevelt, at an early age, made a stern vow never to pose for a portrait. This vow, though often repeated, was finally broken when Mrs. Roosevelt succumbed to the persuasions of her son Elliott and agreed to sit for the British-born portraitist, Douglas Chandor, who had painted her late husband (LIFE, March 14, 1949). Starting off the painting with a conventional pose, Chandor soon expanded his plan to include a variety of Mrs. Roosevelt's expressions and gestures. He made hundreds of sketches,

finally settling on the poses shown above. While painting, Chandor, an enthusiastic palmist, analyzed Mrs. Roosevelt's hands, decided that the long, back-bending thumb showed a logical, open-minded nature, the broad muscular hand a forceful personality, the well-separated fingers a determined independence of thought. Relieved and pleased with the finished product, Mrs. Roosevelt loaned it to the National Gallery for its show of famous Americans, but vowed again never to pose for a portrait.

Save 8 Hours

Hotpoint



• • The Hotpoint All-Electric Kitchen is recognized everywhere as the world's finest. No other kitchen compares with Hotpoint for time- and work-saving convenience, quality or styling. Yet, thanks to Hotpoint's leadership, you pay no more for this finer kitchen.

Look To Hotpoint For The Finest . . . First!

RANGES • REFRIGERATORS • DISHWASHERS •
FREEZERS • AUTOMATIC WASHERS • CLOTHES

Every Week With A

All-Electric Kitchen

Gain Extra Time For All Your Extra Duties!

YOU'LL DISCOVER wonderful new freedom in a magic Hotpoint All-Electric Kitchen . . . find that it actually saves you over an hour a day, a full working day every week!

● ● *You'll feel fresher and have extra time for your family as well as today's many added duties—because your Hotpoint All-Electric Kitchen does nearly all of your most tiring, most time-consuming tasks automatically!*

● ● **Just set the simple controls** and your Hotpoint Pushbutton Electric Range cooks a full dinner while you're out shopping! . . . Merely twist a dial and your Hotpoint Dishwasher automatically washes, rinses and dries the dishes! . . . Turn on the cold water and food waste disappears through the famous Hotpoint Disposall!

● ● *Spacious cabinets—scientifically grouped in special work-saving centers—place foods and utensils at your finger tips! . . . You can even say good-bye to the weekly nuisance of defrosting—for the roomy refrigerator section of your big Hotpoint combination Refrigerator-Freezer never requires it!*

● ● **A Hotpoint All-Electric Kitchen** is a real necessity these busy days. And you can easily own one—on convenient monthly terms if you wish. Send today for new illustrated planning book, "Your Next Kitchen." Mail 15c (no stamps) to Hotpoint Inc.,* Kitchen & Laundry Planning Department, 5610 West Taylor Street, Chicago 44, Illinois.



For dealers' names, see your classified phone book

Everybody's Pointing To

Hotpoint

Quality Appliances

*A General Electric Affiliate

DISPOSALLS® • WATER HEATERS • FOOD
DRYERS • ROTARY IRONERS • CABINETS

'51 IS THE YEAR TO GET IT!

ALL THE GAS MILEAGE YOUR CAR CAN DELIVER!

AMAZING ECONOMY DEMONSTRATED

—32 drivers averaged 23.92 miles per gallon in this year's 840-mile Mobilgas Economy Run! You, too, can enjoy improved gasoline mileage from your car!



GET FREE, HELPFUL BOOKLET

at your Mobilgas dealer's. Then stop regularly for one of his two power-packed gasolines, his complete Mobil-Care Service. *Get all the gas mileage your car can deliver!*



DO AS THESE DRIVERS DID!

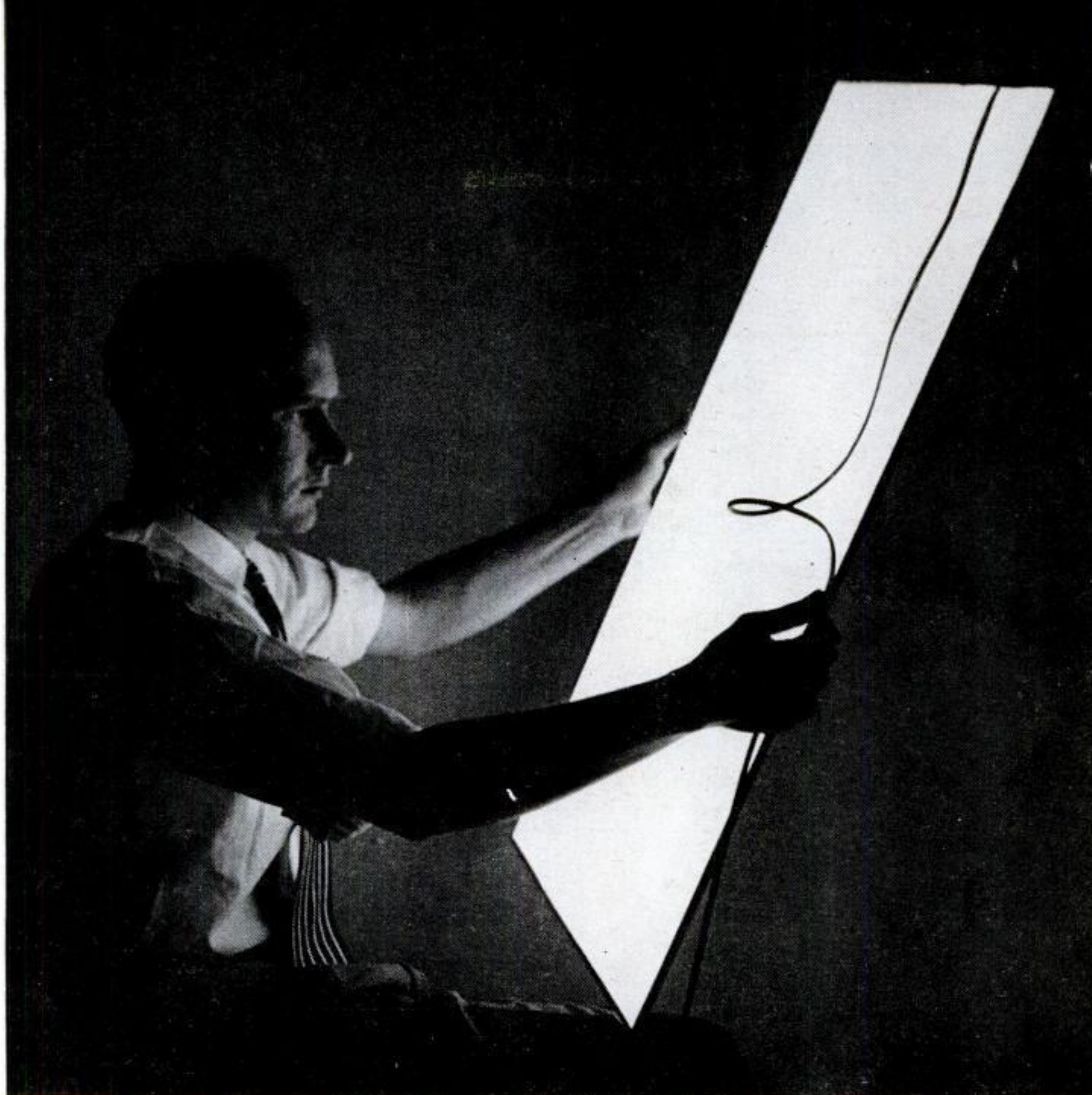
Fill up with Mobilgas or Mobilgas Special — products of the most advanced refining in the petroleum industry. Keep your car in top shape with Mobil-Care and drive carefully at all times!



GET America's Largest-Selling Gasoline Brand
Mobilgas SPECIAL
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SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



ELECTRIFIED GLASS LIGHTS UP ENGINEER'S FACE BUT STAYS COOL ENOUGH TO HOLD IN BARE HANDS

SHEETS OF GLASS THAT GLOW

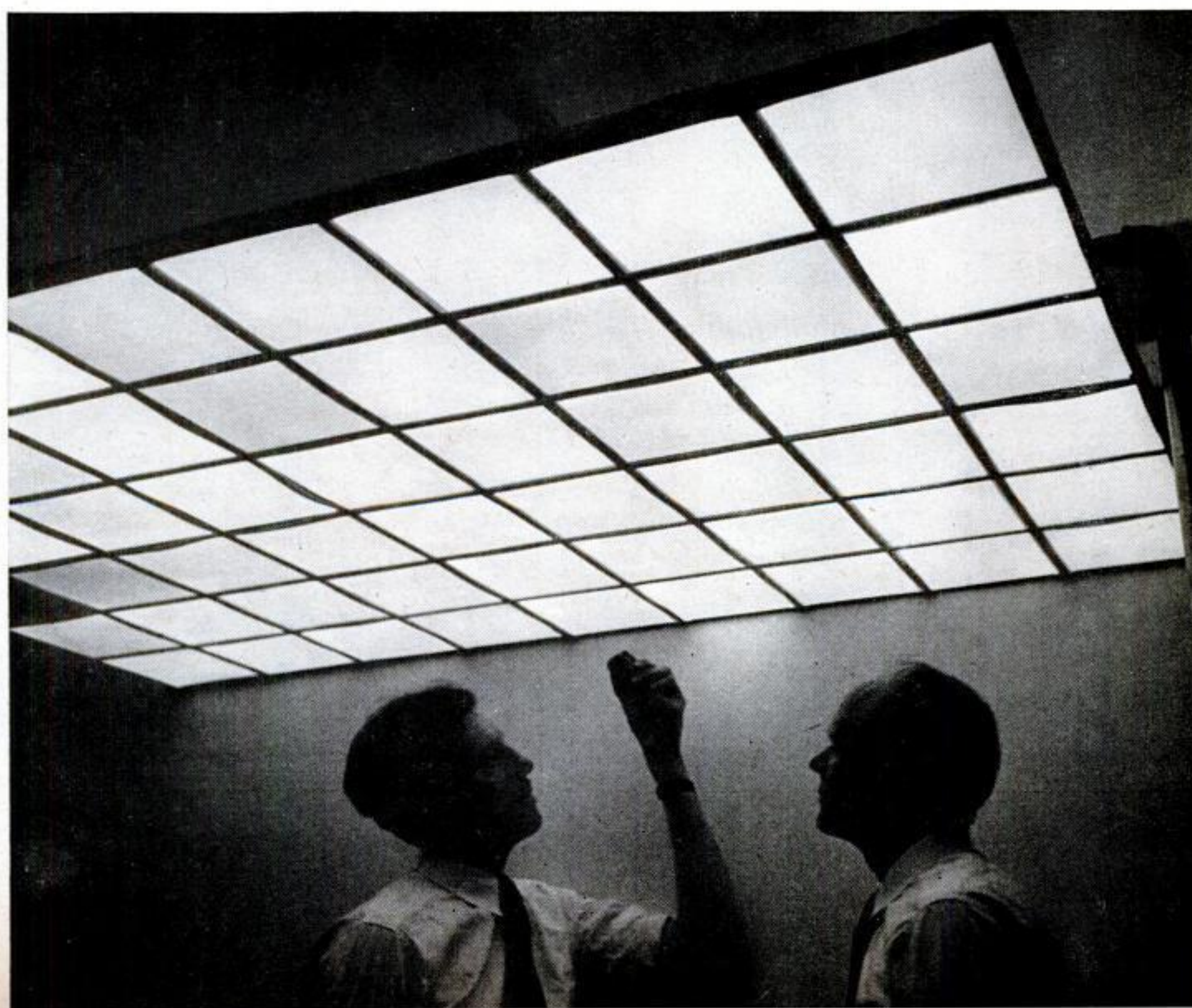
Thin panel coated with phosphor is the first practical new kind of lighting since fluorescent tube

The thin sheet of glowing glass held by the man above is the first completely new kind of light source since the fluorescent tube. The luminous panel, announced this week by Sylvania Electric Products Inc., consists simply of a pane of glass coated with thin layers of phosphor and metal (*next page*). When it is plugged in like an ordinary lamp the phosphor particles become

energized and produce a soft, glareless light. Because the phosphor panel gives off light from a large area instead of from a single spot (as does the incandescent bulb) or from a thin line (as does the gas-filled fluorescent tube), it illuminates a room more uniformly and is easier on the eyes. It produces no harsh shadows and does not heat up. The phosphor lights can now

be made in four different colors and could be shaped to form ceilings, walls or parts of furniture. But the wall and ceiling panels are still not bright enough to light properly an entire home and so are not scheduled to go on the market for many months. The places most people are likely to see them first are in semidark theaters or in the dim recesses of a cocktail lounge.

FIRST CEILING INSTALLATION OF PHOSPHOR PANELS CASTS A DIM BUT EVEN GLOW ACROSS THE ROOM



CONTINUED ON NEXT PAGE



Conditions your face for clean, cool shaves.

IN HOT WEATHER...

get top-notch performance from your electric shaver

No need to have summer-time shaving troubles with your electric razor! You don't have to put up with razor drag that's caused by sticky weather, or get your razor clogged by perspiration. You don't have to get uneven shaves due to wilting whiskers. All these are done away with when you use this wonderful preparation . . . *before you shave!*

It instantly conditions your face three ways. And, as a result, it gives you a closer, longer-lasting, quicker shave . . . with *any electric shaver*.

You just spread a few drops on your face *before* shaving, and here's what happens:

1. Perspiration that clogs your shaver is evaporated.
2. Your skin is smoothed and lubricated to eliminate "shaver drag" and allow faster, more comfortable shaving.
3. Limp whiskers are made to stand up so your shaver can cut them cleanly and closely.

This marvelous preparation is called Lectric Shave. Besides letting your electric shaver operate at peak efficiency in hot weather, it leaves your face feeling wonderfully cool and refreshed—brings new shaving comfort to skin that is dry and sensitive. And it's good for your shaver's cutting head, too.

Buy a bottle of Lectric Shave today and put it to the Hot-Weather Test. Only 49¢ plus tax!

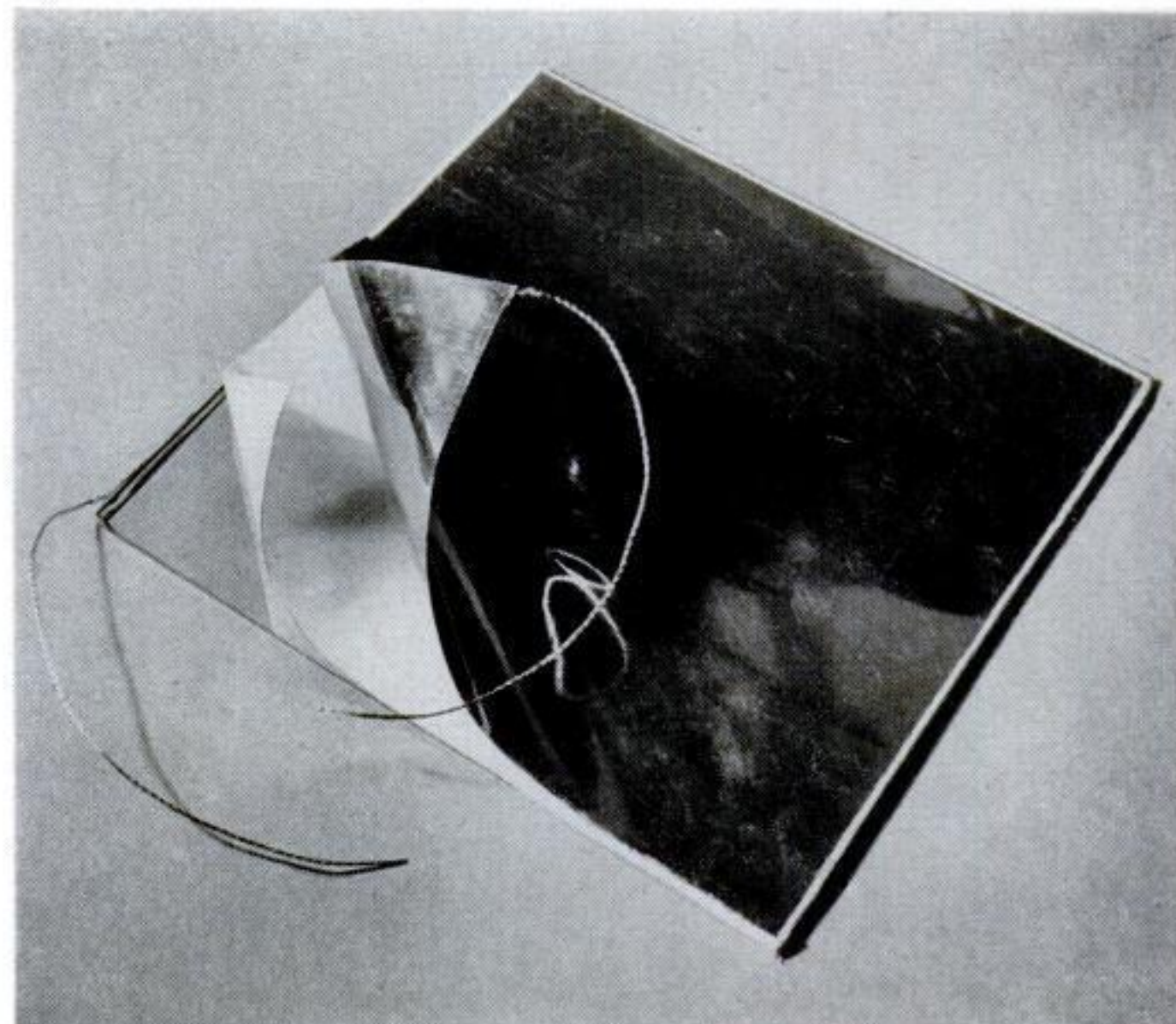


"With Lectric Shave, I shave much closer and faster—and get a cooler, more comfortable shave in the bargain," reports F. Ensminger, Jr., Newark, N. J.



"It fills a long-felt need," says W. H. Varley, Newton Centre, Mass. "Lectric Shave makes it possible to get fast, close shaves. There's no irritation, either—even in hot weather."

Glowing Glass CONTINUED



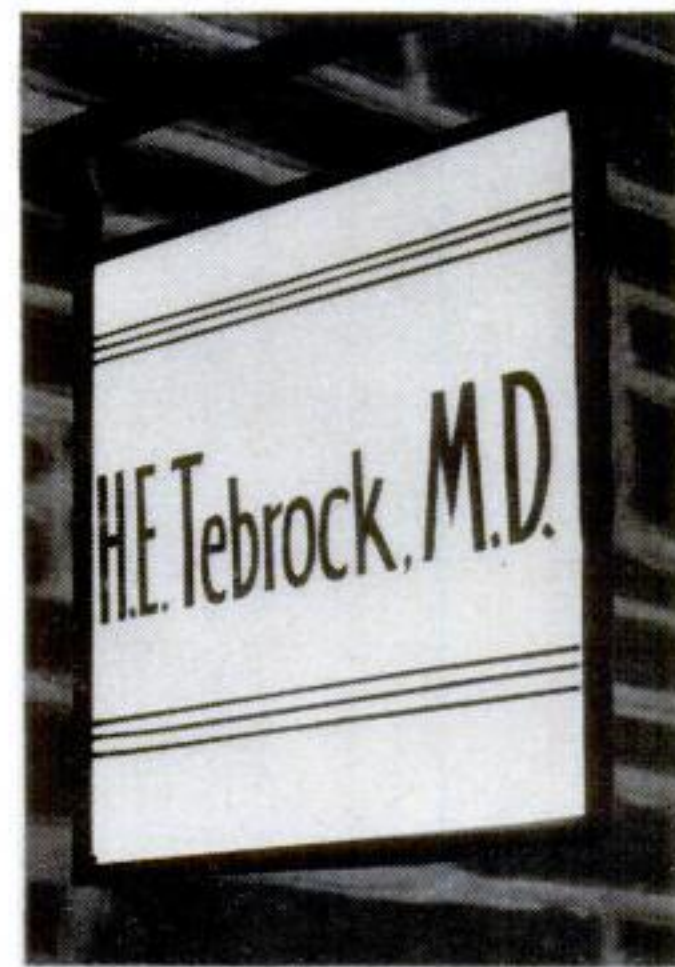
MODEL OF PANEL SHOWS COATED GLASS, PHOSPHOR AND METAL (TOP)

HOW THE PANEL LIGHT WORKS

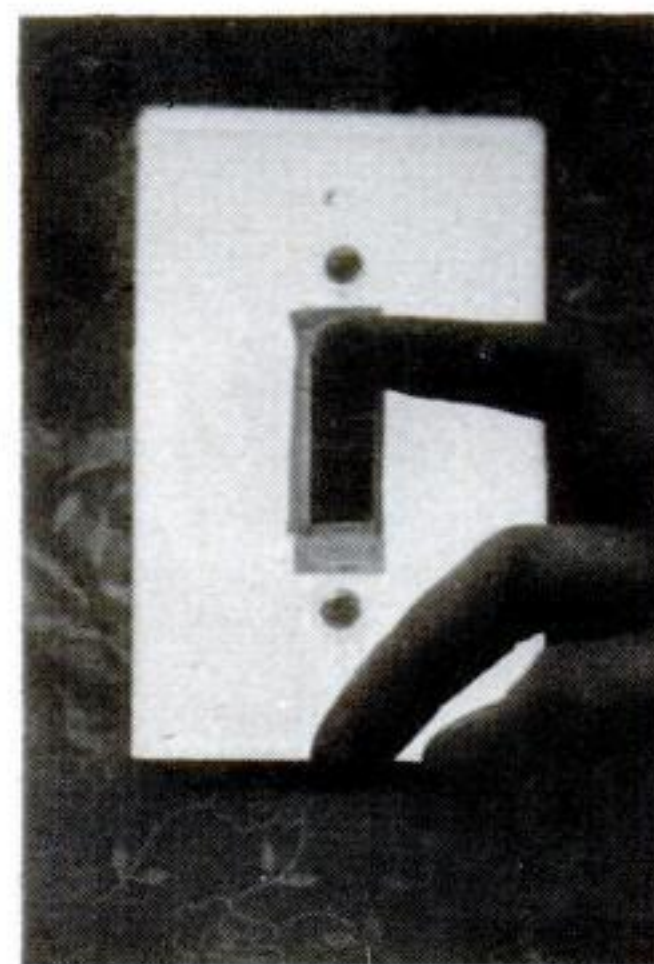
The basis of the new panel light's operation is a special kind of phosphor which glows brightly under the stimulus of an electric current. A 1/200-inch layer of the phosphor (represented by a sheet of paper in the model above) is sandwiched between a thin sheet of metal and a pane of glass coated with a metallic compound. When the metal sheet and the coated glass are connected to an electric circuit, the current flows through them, exciting the phosphor so that it produces its light.



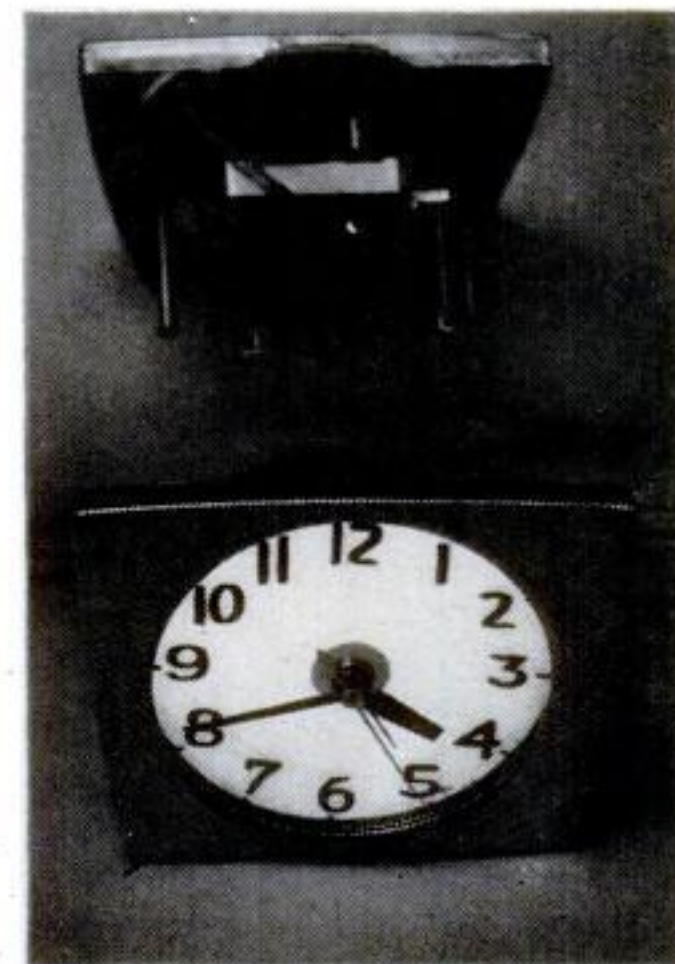
GLOWING PANELS MARK STAIRWAY



A HANGING PANE BECOMES A SIGN



A WALL SWITCH IS EASY TO FIND



CLOCK FACE FURNISHES OWN LIGHT



THE DISTINCTIVE PURPLE COLOR of heavy-duty Royal Triton came from an exclusive combination of fortifying compounds. This color is your guarantee that Royal Triton will retard acidity, sludging and corrosion, resist oxidation, and clean your engine as you drive.



THE FAMOUS 30,000-MILE ROAD TEST—in which four new cars were driven the entire distance without oil drain—proved Royal Triton's amazing heavy-duty lubricating ability. At the end of the grueling run the engines showed no measurable wear.

LEADING CAR MAKERS SPECIFY HEAVY-DUTY OIL

Famous Purple Oil Meets Most Rigid Specification

Heavy-duty oils are now specified by leading car manufacturers—including the world's largest. The finest of the oils that meet the car makers' specifications is the famous purple oil—Royal Triton. In fact, Royal Triton passes the *most exacting* heavy-duty* specifications—including the new military MIL-O-2104.

Royal Triton contains an exclusive combination of compounds that gives greater protection against oxidation, corrosion and acid action than regular oils. Its detergent action keeps engines cleaner than oils of the *premium* classification. In short, Royal Triton does a far better job of lubricating today's high-power, precision-built engines.

*The classification *heavy duty* has nothing to do with weight. *Heavy-duty* oil comes in the same S.A.E. grades as *premium* oil.

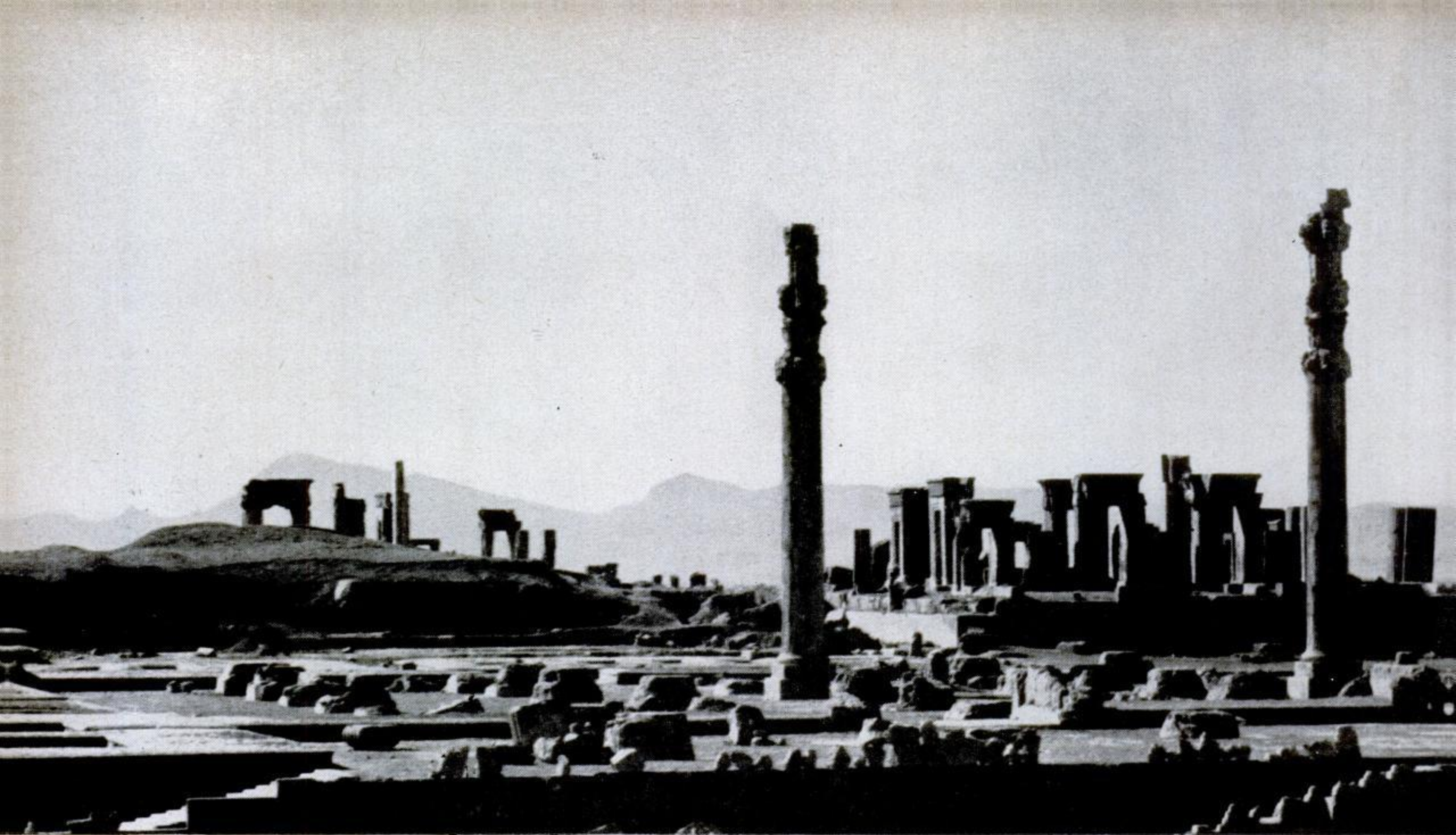


IF YOU ARE PARTICULAR about the care your car receives, try this amazing purple oil. It's available in many areas throughout the U.S. at your independent dealer's.

UNION OIL COMPANY

LOS ANGELES, Union Oil Bldg.
NEW YORK, 4904 RCA Bldg.
CHICAGO, 1612 Bankers Bldg.
HOUSTON, 1134 Commerce Bldg.

45¢ per quart



THE LONELY STONE PILLARS OF PERSEPOLIS, ROYAL CITY OF PERSIA'S EMPIRE UNTIL GREEKS DESTROYED ITS PALACES IN 331 B.C., STAND EAST OF ABADAN.

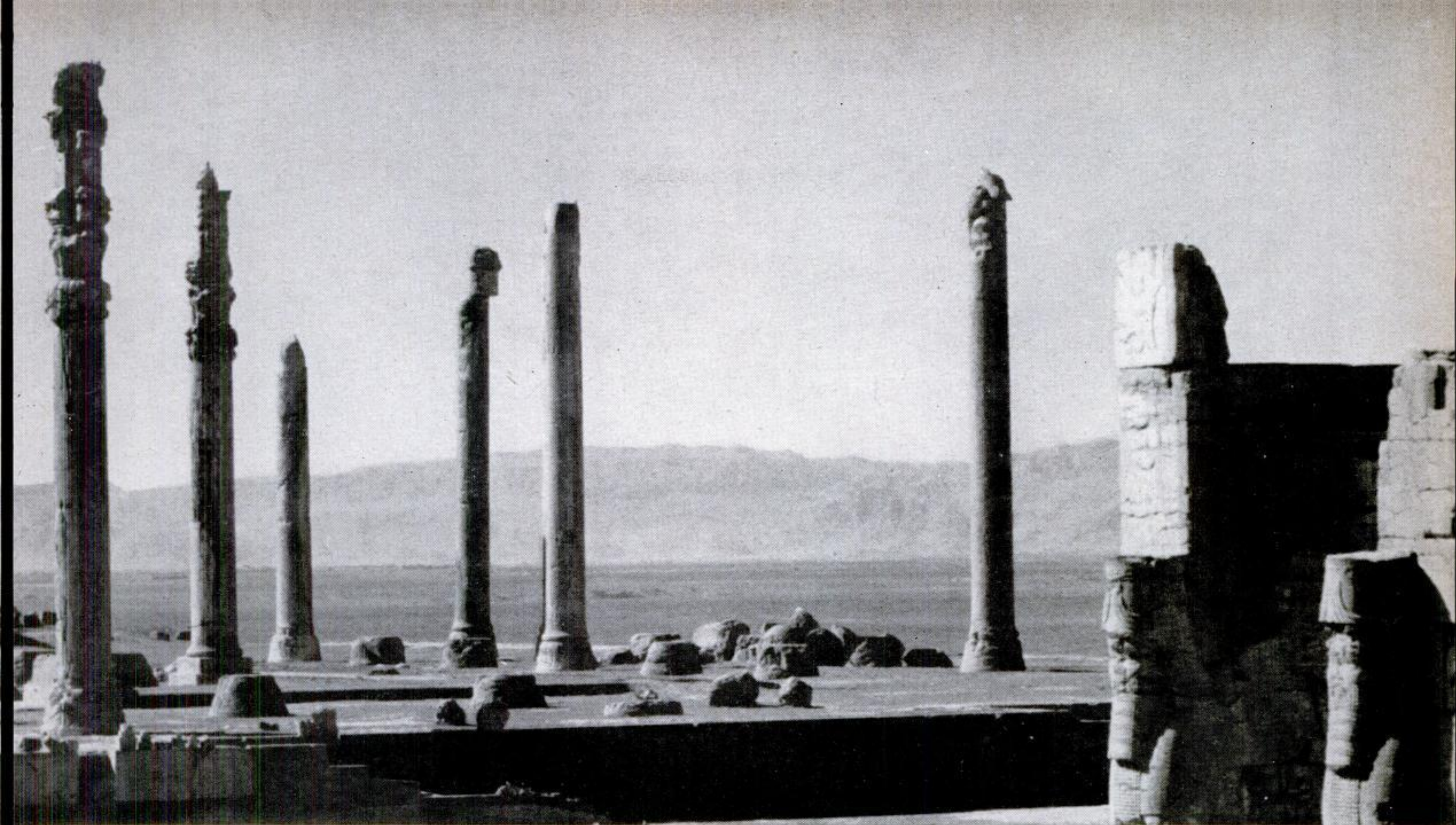
THE FIRES OF IRAN

In the land of ancient Persepolis, oil feeds new flames

PHOTOGRAPHED FOR LIFE BY DMITRI KESSEL

THE GLEAMING STEEL STACKS OF ABADAN, HEART OF ANGLO-IRANIAN'S OIL EMPIRE AND WORLD'S LARGEST REFINERY, STAND BESIDE THE PERSIAN GULF.



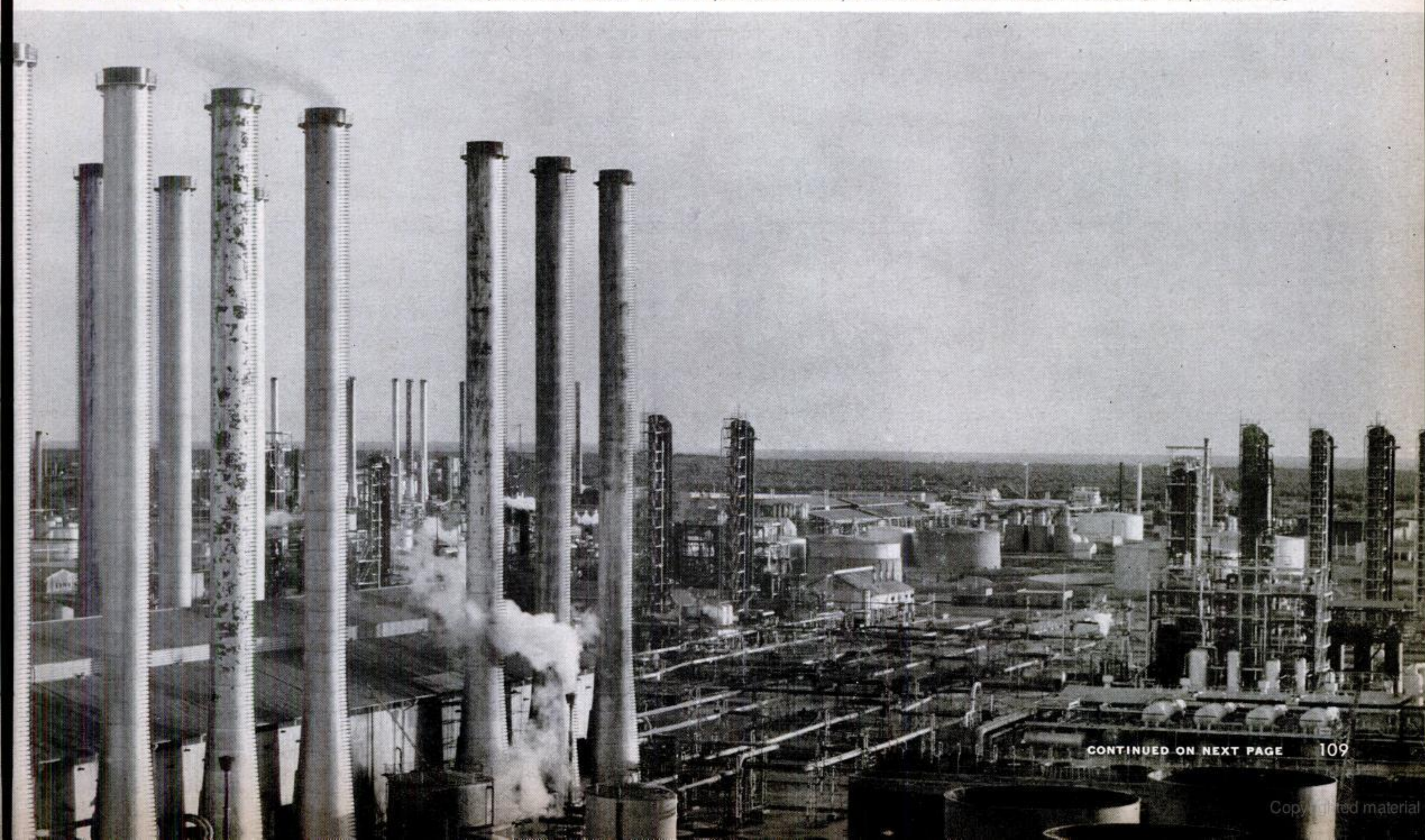


THE LIMESTONE PLATFORM IN THE FOREGROUND IS 1,500 FEET LONG, 900 FEET WIDE AND 40 FEET HIGH. RUINS AT LEFT CENTER WERE PALACE OF DARIUS

In the corridor between the Caspian Sea and Persian Gulf, a time-eroded area of mountains, desert and swirling dust, stands the nation of Iran ("Land of the Aryans"). Since Alexander the Great marched east from Europe to become its first conqueror 23 centuries ago, armies from Asia have surged through it time and again in some of the most violent tides of history. But as the 20th Century came, a turn of the tide seemed to favor Iran: Britons found oil in its deserts and riches flowed forth. The look of crumbled glory was dramatically matched by a new look of technology and progress. A new leader drove out the corrupt Kajar dynasty. He

insisted the nation be known by its historic name of Iran rather than as Persia and began Westernizing it. But the tides of history are rising again. Iran's powerful neighbor, Soviet Russia, hopes to drive Western interests—and Western ideals—from the Middle East. Iran's own people, turning noisily nationalistic, no longer want Britain to control their oil. The Western powers are alarmed. Men everywhere wonder if Iran's oil will feed the fires of World War III. To help Americans understand this new, critical situation in the Middle East, LIFE here presents, in 12 pages of pictures and in a 6,000-word report by Justice William Douglas, the story of Iran.

TWO THIRDS OF THE COMPANY'S 60,000 EMPLOYEES (90% IRANIAN) WORK IN THIS 6,000-ACRE PLANT, WHICH HAS A HUGE DAILY OUTPUT OF 540,000 BARRELS





AT THE CROSSROADS of the Middle East, Iran is more than twice as big as Texas. This map shows

oil areas, main agricultural resources and the regions of Kurd, Lur and Bakhtiari tribes (pp. 120 et seq.).

OLD PLATEAU, NEW RICHES

Iran is a land whose mountain ranges buttress a vast plateau. Except where irrigated, the plateau is never much more than desert. Rivers flow into it and dry up. So sparse is the land that two million of Iran's 17 million people are nomads, wandering with their flocks in search of grass. The cities are also dry. At Abadan the summer temperature reaches 125° F, and travelers stepping from airplanes into its oily-smelling atmosphere feel as if they were entering a ship's boiler room in the tropics. But Iran's terrain rises up to peaks 18,000 feet above the Caspian (85 feet below sea level). And across most of Iran the winter cold can become severe.

Since 1828 when Russia by treaty took over all northern trade, Iran has been dominated by European powers. In 1907 Russia and Britain split the country into two trade spheres. Soviet Russia still enjoys a caviar monopoly (upper right). But the wool, rugs, raw cotton and skins which Iran could export, and the machinery, sugar and textiles which the powers could sell to Iran became insignificant; what came to count were the oil resources, which England began exploiting after William Knox D'Arcy won a 60-year concession from Iran's government in 1901. It gave oil rights in all of Iran except five northern provinces. Winston Churchill foresaw the British navy's oil need and persuaded his government to assume a controlling interest in the Anglo-Persian (now Anglo-Iranian) Oil Co. For this Parliament voted £2 million. In 1933 Anglo-Iranian negotiated a new 60-year lease of about 16% of Iran's territory.

Anglo-Iranian now is the largest Middle East

oil producer, Britain's largest single overseas investment, chief supplier of petroleum to Europe and sole present producer in a country with 10% of the world's proved oil reserve. But Iran's income in royalties looks small contrasted with the company's handsome income—and even with the income tax the company pays to Britain. These taxes alone are larger than all of Iran's royalties, and Iran's government has chafed over the seeming inequity. When the Arabian-American Oil Company agreed last winter to share net profits 50-50 with the Saudi Arabian government, Iranian dissatisfaction began erupting. Having rejected a two-year-old offer of larger royalties, Iran's parliament adopted the very principle the Labor government has used so enthusiastically: It voted to nationalize the Anglo-Iranian Oil Company. But on the strength of the 1933 lease—good until 1993—both the company and Britain's government (53% stockholder) are resisting this abrogation of a solemn agreement. Prime Minister Attlee's government has protested, President Truman has interceded for the sake of political stability and the oil company has sent emissaries to talk a compromise.

If negotiations fail, the West could survive without Iran's oil, and Russia could not quickly grab the supply: moving oil north into Russia in strategically vital quantities is impossible now, and Russia could not build essential pipelines because she cannot spare steel. But there is serious danger Iran's blazing nationalism may spread oil anarchy across the whole Middle East, giving the Reds a chance to move in.



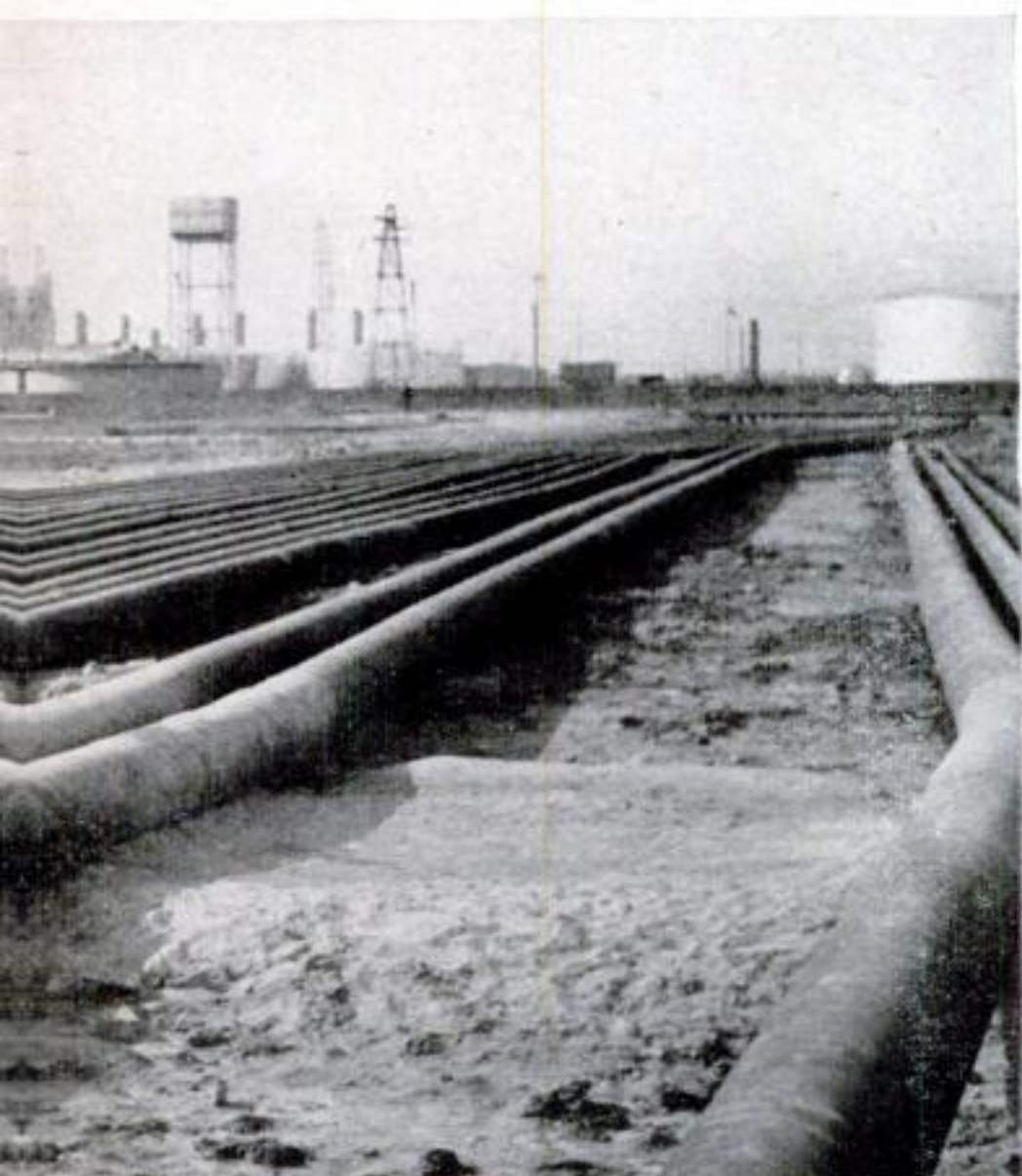
IRRIGATED PLAIN near the Zagros Mountains (horizon) is perforated by curving, old-style *ganats*



OIL PIPELINES, which are laid on the hot surface of the ground, are the chief means of moving the raw



—channels made by digging holes and joining them so that water can flow. The main crop here is grapes.

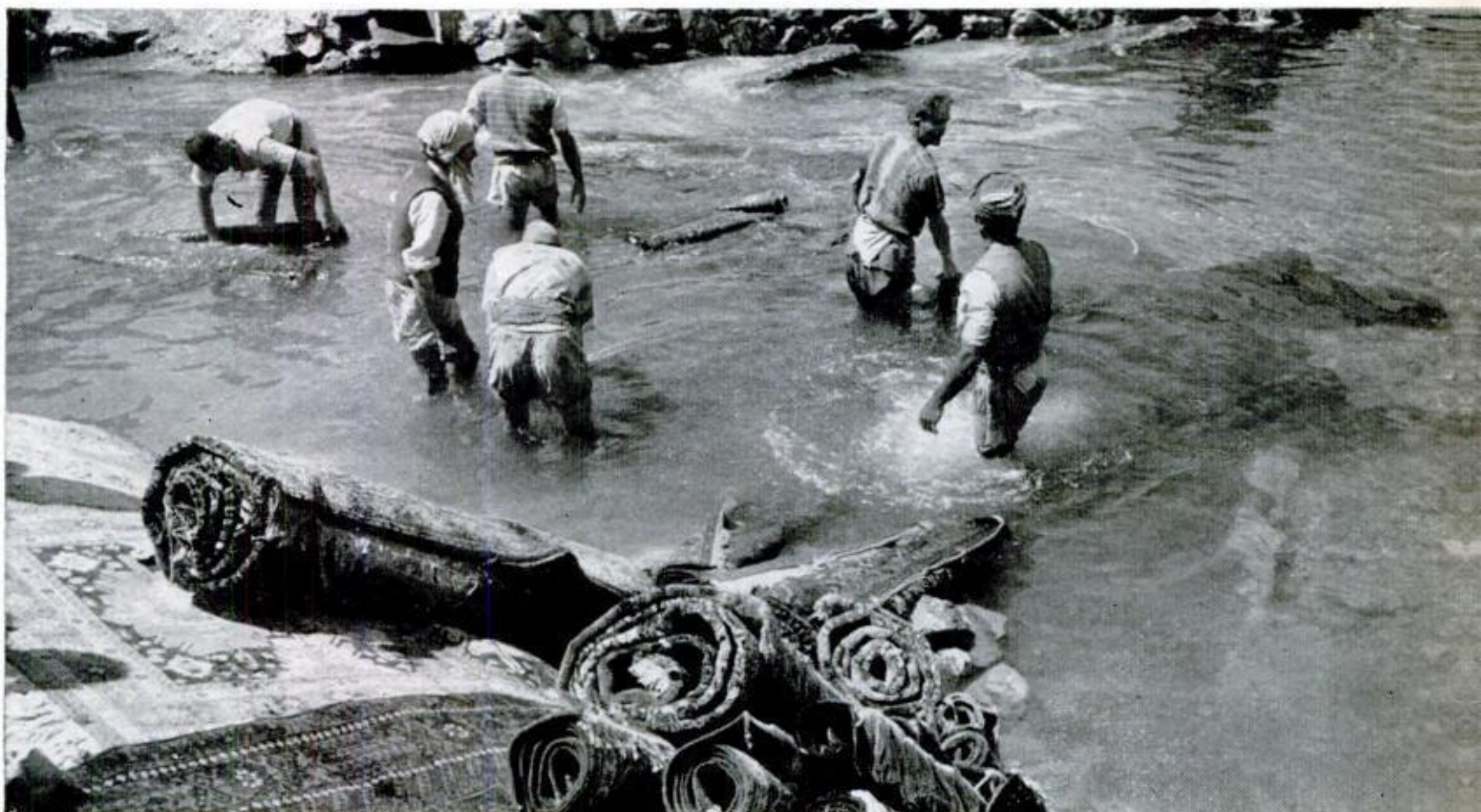


product from Anglo-Iranian fields into the big refinery. The main lines converge as they reach Abadan.



STURGEON FISHERMEN haul in their nets on Caspian shore near Pahlavi, where caviar is canned

for sale by Russia. These fishermen get 35 rials (\$1) a day plus their housing, fishing clothes and some food.



CARPET WASHERS stand barelegged in spring-fed pool near Teheran. Iranians love their carpets,

say, "If you have a carpet, you have a home." One of average size may take up to 5,000 hours to make.



TURKOMAN SHEPHERD watches flock on Gurgan plain, east of the Caspian. In this area Russians

since the days of czars have often taken advantage of bad border marking to encroach on Iranian land.



THE SHAH TRANSFERS LAND to a peasant (holding deed) during history-making ceremony at Davoudabad, one of the 2,350 villages which the monarch

owns but is breaking up into small, personal holdings. This farmer will pay \$88 a year for 25 years for his 20 acres. The official beside shah handles other deeds.



TRUMAN AND SHAH are linked in picture hanging in Iranian hotel.

BUSY SHAH AND STRONG PREMIER

The crown of Iran (*see cover*) has not yet been worn by Iran's young pro-Western monarch, Mohammed Reza Pahlavi; his coronation is still unscheduled although he became shah in 1941. The only wearer, his father, Reza Khan overthrew a 131-year-old dynasty in 1925 to found modern Iran, then was forced out in 1941 when Britain and Russia occupied Iran to keep it from the Germans. The shah's progressive inclinations are shackled by a parliamentary system whose self-seeking politicians have become tools of strong-arm

nationalism. Their rule legalizes itself through the 136-man Majlis, and through Premier Mohammed Mossadegh (*opposite page*), who won political power as an oil nationalist. He is a successor to Ali Razmara, who was murdered last March (*LIFE*, March 26). The fanatical gang that killed Razmara wants both oil nationalization and a pure Moslem state and lately has been threatening Mossadegh too. He has taken refuge inside the parliament building, coming out only for rare speeches—which he sometimes finishes by fainting.



THE MAJLIS MEETS in its ornate chamber at Teheran. It was this body, the lower house of Iran's parliament, that unanimously adopted the principle of oil

nationalization on March 15—a vital step toward the present Anglo-Iranian crisis. Women spectators (in arched gallery) sit apart from men as is customary in Iran.



MOSSADEGH TALKS OIL, and his gestures are as expressive as his lips in this portrait by LIFE's Dmitri Kessel. It was made while Mossadeh was leading the

fight for nationalization of the Anglo-Iranian properties. Son of a finance minister, Mossadeh started his government career as a financial agent when he was 15.



MOSLEM WOMEN wearing long *chadors* pause with their children at the pool beside the Mosque of the Shah in Isfahan, the most Oriental of all Iranian cities.



MODERN TEHERAN, with one million people and 23,000 automobiles, many made in the U.S., is situated below the south slope of the Elburz Mountains.

THE CITIES OF IRAN,

Iran's part-Eastern, part-Western heritage has diluted and obscured much of the distinctive charm which Western tourists expect to find in its cities. An exception is Isfahan (*above*), site of Iran's handsomest mosques. Teheran, the capital and most modern city, has a jumbled character and a notably primitive water system—but an English engineering firm has begun to correct the latter defect. Recently a government official drove



WRESTLING BEAR and trainer perform on Teheran street. Some spectators think the trainer, who obviously is losing, does not try hard. Actually, he is only



BEGGAR FAMILIES line the long hall of an unfinished jail at Tabriz, capital of Azerbaijan province. The government permits them this shelter, feeds them.

A CULTURAL BLEND

several foreign correspondents to the city's dingy outskirts to show them a miserable area of cavelike slums called "The Pit"; these were the product, he said, of foreign exploitation of Iran's oil wealth. But as sad a sight as any is seen in Tabriz, capital of Azerbaijan (*above, right*). Tabriz has lived in fear and economic stupor since 1946 when Iran ousted Azerbaijan's Russian puppet government but failed to replace it with anything better.



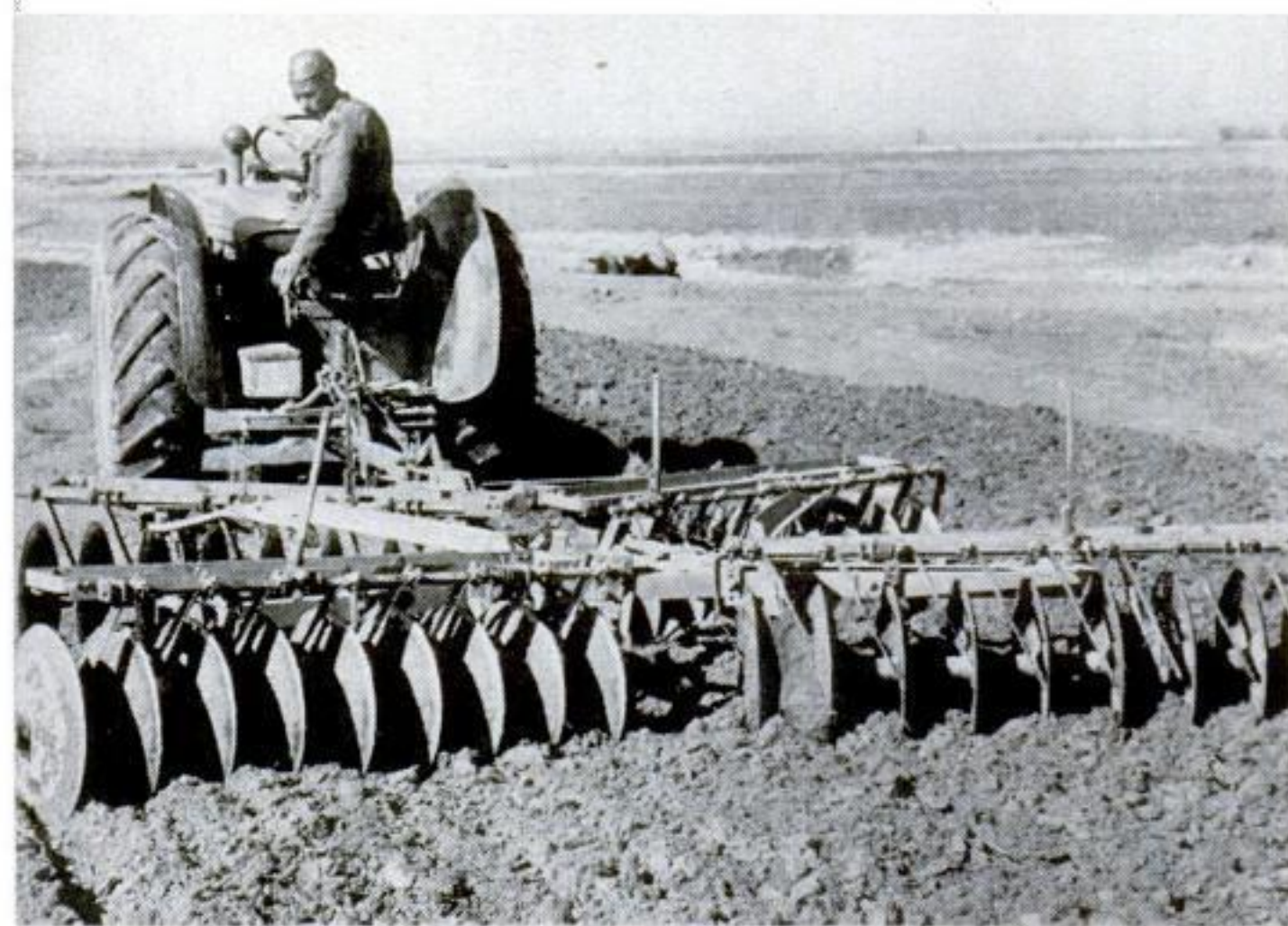
cautious: another bear like this one nearly killed a trainer during such an act and had to be shot. The bear's claws, though dulled, leave marks on the trainer's arms.



WEALTHY COUPLE, Contractor Asghar Panahi and his wife, have one of Tehran's finest homes. Iran's new queen stayed here while awaiting her wedding.



THE PRIMITIVE WAY is still followed by this herdsman, whose horse carries a wheel-shaped frame on which hides will be stretched to form roof of hut.



THE NEW WAY of farming has revolutionized village of Mamazan, where peasants learned from U.S. experts to use a tractor, raised wheat yield by 20%.

FORWARD STEPS FOR A BACKWARD PEOPLE

The Eastern nations never have distinguished themselves for any understanding of Samuel Johnson's axiom, "A decent provision for the poor is the true test of civilization." Not only the very poor but the mass of peasants are usually left to combat their ancient miseries unassisted. Yet Iran's government, thanks largely to the late Reza Shah's driving desire for modernization, at least has made some of the motions of providing more decent lives for Iran's common people. These motions are often more showy than sensible—the late shah, for example, spent lavishly for flashy modern buildings in his capital city but spent nothing to clean up the unsanitary open gutters (a job being done now, however). But his instinct for improvement was real, and it has been inherited by the present shah and his sister, Princess Ashraf (*below*), who is active director of the royal charities. Their Imperial Social Services Organization in Teheran operates both a large Work and Rehabilitation Center and a busy medical center geared to handle local problems (*opposite*).

One recent patient was the Giant of Baluchistan, a 7-foot, 2-inch specimen whose back was bothering him.

Modernization of agriculture has also made its results felt in scattered areas. One organization backed by U.S. contributors, the Near East Foundation, started five years ago to create one model farming village—and now has 34 more in its project. The peasants respond eagerly to N.E.F.'s efforts to teach them sanitation, reduce illiteracy, improve public health and raise farm production through mechanization. The tractor driver above, who is 19, was both illiterate and ignorant of machinery when N.E.F. began schooling him. Literate now and a tractor expert, he earns about 15,000 rials (\$470) a year—a fabulous income for an Iranian peasant—and has acquired a house and a wife. A land reform program—in which the landlord's share is reduced, the peasant's increased—is another of N.E.F.'s successes.

But failure has marked the most sensible attempt yet to use American ideas and talent

for realization of Iran's great economic potential. This was the effort headed by Oil Engineer Max W. Thornburg to advise Iran on a seven-year program for development—to be financed mainly through oil royalties. American experts hoped to start by increasing food supply and from that sound foundation build up the nation's health and whole economy. But the program collapsed last January under a load of official disinterest—after a few improvements in irrigation and in malaria control had been recorded. The politician who canceled the contract became something of a hero—"the man who kicked out the American advisers."

Although Iran was the first nation to apply for Point Four assistance, the only result so far has been a \$500,000 grant, largely for locust-fighting equipment. Meanwhile, the Export-Import Bank has promised Iran a \$25 million loan, but Iran's government has not drawn it because some Iranian politicians oppose it. The history is one of inaction and red tape—and Red talk is getting louder in Teheran.



PRINCESS ASHRAF meets giant at rehabilitation center which she directs at Teheran.



ADULT EDUCATION attracts these earnest men and a scattering of their children to an evening study group at Mamazan.



SIGN OF CHANGE is the DDT notice in a Caspian village formerly scourged by malaria.



BALD BOYS, whose heads have been shaved to cure scalp infections, march in single file between buildings of the Work and Rehabilitation Center at Teheran.

Scalp diseases are widespread in Iran, and at the shah's medical center 150 cases are treated daily by a German doctor with X-ray machines imported from U.S.



IRANIAN ARMY PATROL riding in former U.S. Army jeeps and armored cars, which mount 50-caliber machine guns, moves at dusk along an Azerbaijan road close to the Russian border.



IRAN-TURKEY FRONTIER is marked by rock pile, sentries—Iranian (*right*) and Turkish. Men are in Iran. Valley and two Mt. Ararats are in Turkey. Russia is to right of smaller peak.



RIFLE-TOTING HORSEMEN of Shabsavan tribe gallop into a sandstorm in the hills of eastern Azerbaijan. The Iranian army depends on them for vital guerrilla support against invaders.

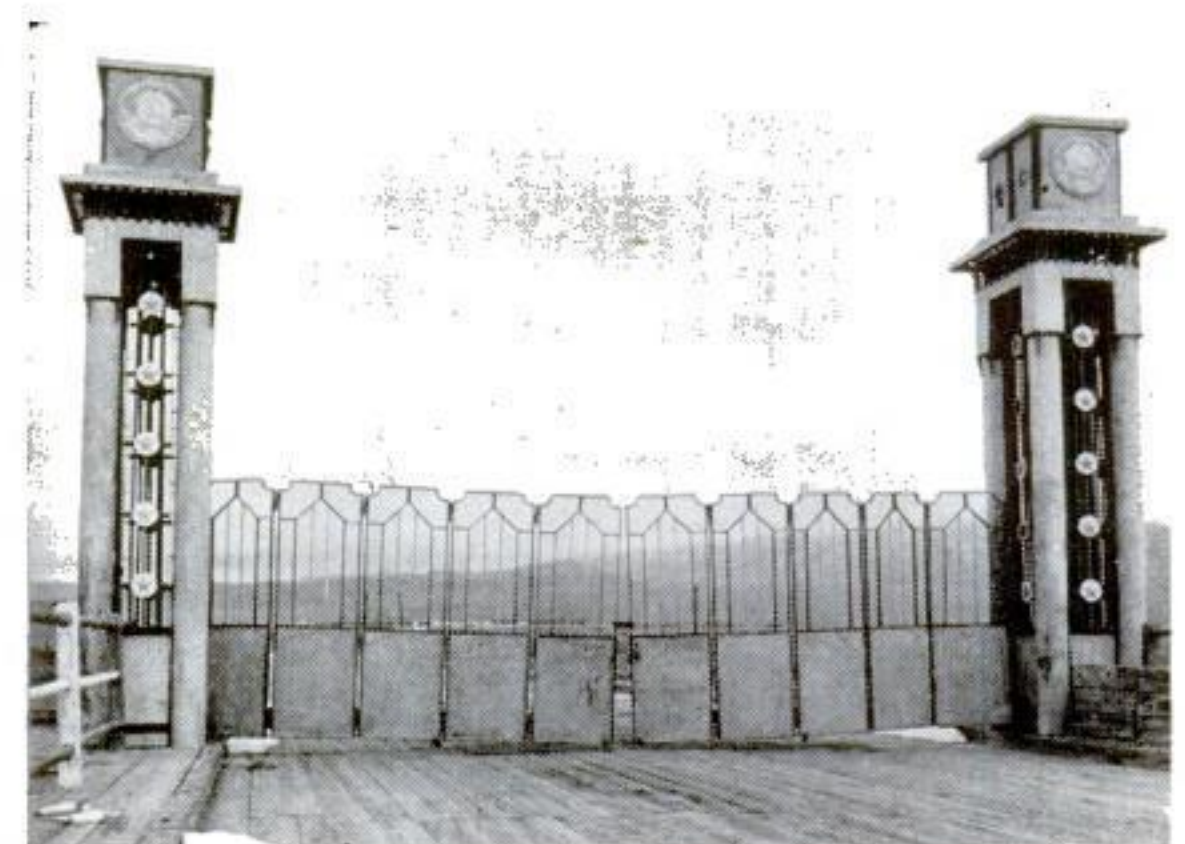
IRAN CONTINUED



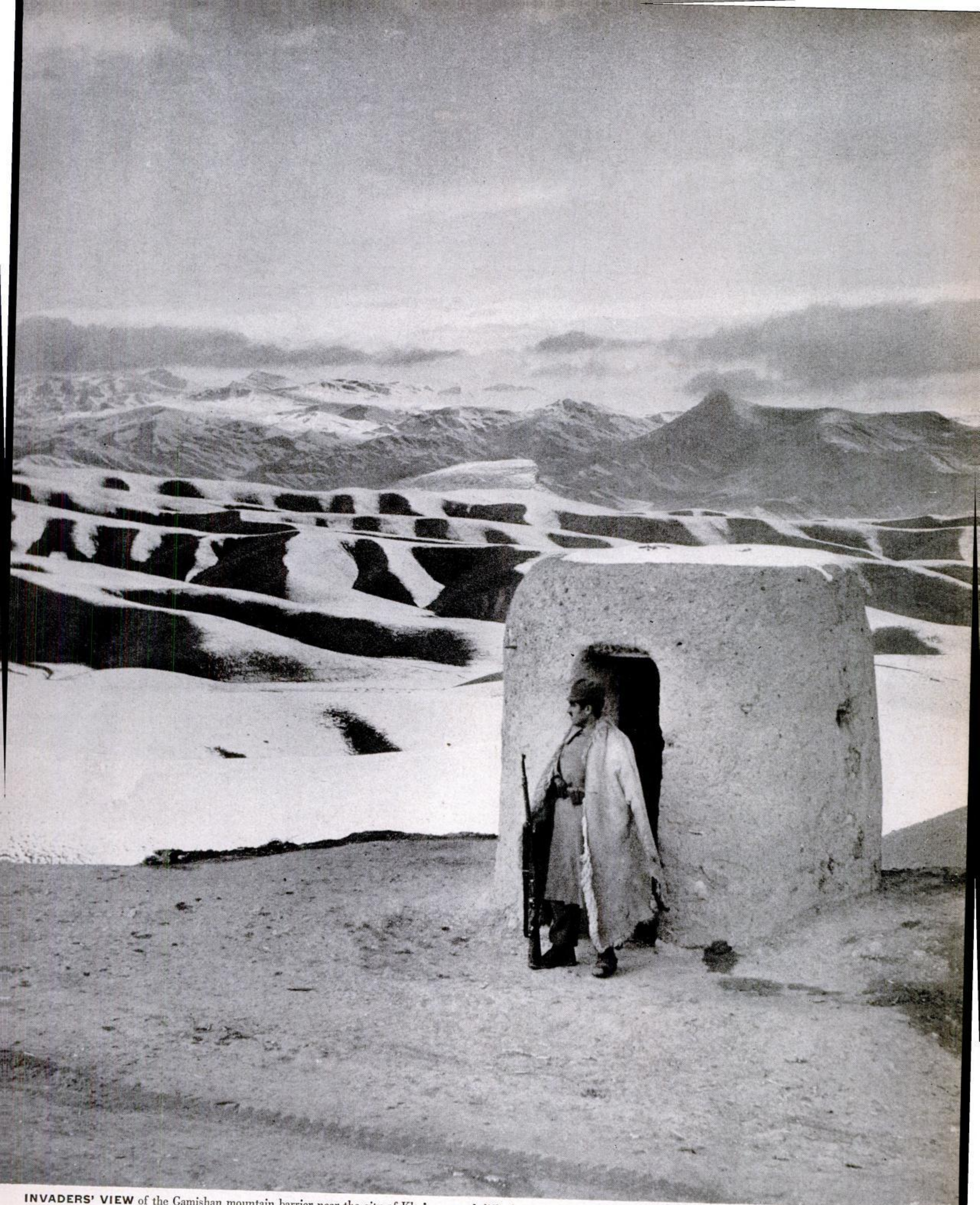
CHIEF OF STAFF, General Garzan, talks with Major General Vernon Evans, U.S. mission head.

A WALL OF ROCK, A SPIRIT OF FEAR

The snow-clad mountains of northern Iran form a rugged natural barrier against attack in the event the country again becomes a battleground for foreign powers. Forts are strung along the entire perimeter from the friendly border with Turkey eastward to the Gorgan plain. Iran's army of 135,000 men is spread thinly over the country, including the province of Azerbaijan, which is on the probable route of any invasion from the north. Here key mountain passes are heavily mined and protected by camouflaged guns. In addition the army can count on support from loyal tribesmen such as the Shabsavan—fierce fighters and excellent horsemen. But the fact remains that army and civilians along the border live in continual fear. From the French-educated chief of staff, General Abbas Garzan (*above*), down to the lowliest (and often Russian-speaking) peasant they realize that Iran has neither the men nor the guns to forestall a Russian invasion. As a result the army treats its Red neighbors with impeccable courtesy and looks enviously at the U.S. aid which has gone to Greece and Turkey. The U.S. since 1942 has sent both a gendarmerie and a military mission to Iran, but not until last spring did substantial matériel aid (tanks and howitzers) start reaching Iran. The aid is enough to be useful for training but far from enough to make Iran safe from attack. The sober truth, recognized by Iranians, Russians and some Americans, is that in case of war, or a legal facsimile of it, Iran would fall. What is equally evident—and quite possibly a deterrent to Soviet aggression—is that if an invasion occurs it will be Russians against Iranians. There would be no Korean puppets for the Soviets to hide behind—and the Kremlin would face the danger of exchanging local victory for worldwide holocaust.



IRON CURTAIN of grilled gates closes off Iran from Russia at Julfa. Traffic no longer moves across this International Bridge.



INVADERS' VIEW of the Gamishan mountain barrier near the city of Khoi is seen from the lonely sentry post manned by this Iranian rifleman. Only wild

and difficult mountain terrain is visible. The Iranian army would blow up the few roads leading through the passes of this area if Russia started an invasion.

Justice Douglas on Iran

THE PEOPLE REVEAL SOME CAUSES OF ITS INSTABILITY

by WILLIAM O. DOUGLAS

ASSOCIATE JUSTICE, UNITED STATES SUPREME COURT

THE northwest province of Iran, Azerbaijan, lies snug against the Turkish and Russian borders. Being from time out of mind an international highway, Azerbaijan has seen the crossing of many races. The product is a people, still Iranian but different from the rest. They are a hardy lot—vigorous, aggressive, easily aroused. They are hearty and open-faced in their relations.

When England and Russia became allies in 1941 they invaded Iran. Russian occupation armies are notoriously brutal. But the Russian army that occupied Azerbaijan was the model of rectitude. Everyone told me the same story; even the most bitter critics of the Soviets conceded it. Russian troops were dealt with summarily if they showed any discourtesy or offense to the civilian population. A Russian soldier would be shot for laying hands on a woman.

But occasionally a son of Azerbaijan would speak his mind and protest against some Russian policy. I talked with a man in Resaieh who was a witness to what happened to one dissenter. This man had made a speech objecting to the Russian occupation, pointing out how it subjugated Iran to a foreign rule, and asking for the liberation of Azerbaijan. He was at once arrested by Soviet soldiers and brought to the edge of town under military escort. He was given a shovel and ordered to dig a grave. When it was completed, he was bound hand and foot and placed in the grave on his back. Then he was buried alive.

The Soviets, however, used means much subtler than terror to win over the masses. They sent through the province agents working in pairs. One would be the spokesman; the other would purport to be his secretary. They would come to a village and interview peasants one at a time. A typical conversation ran as follows:

"What is your name?"

"Ahmad."

"How many in your family?"

"My wife and seven children."

"Which is your house?"

"This one here."

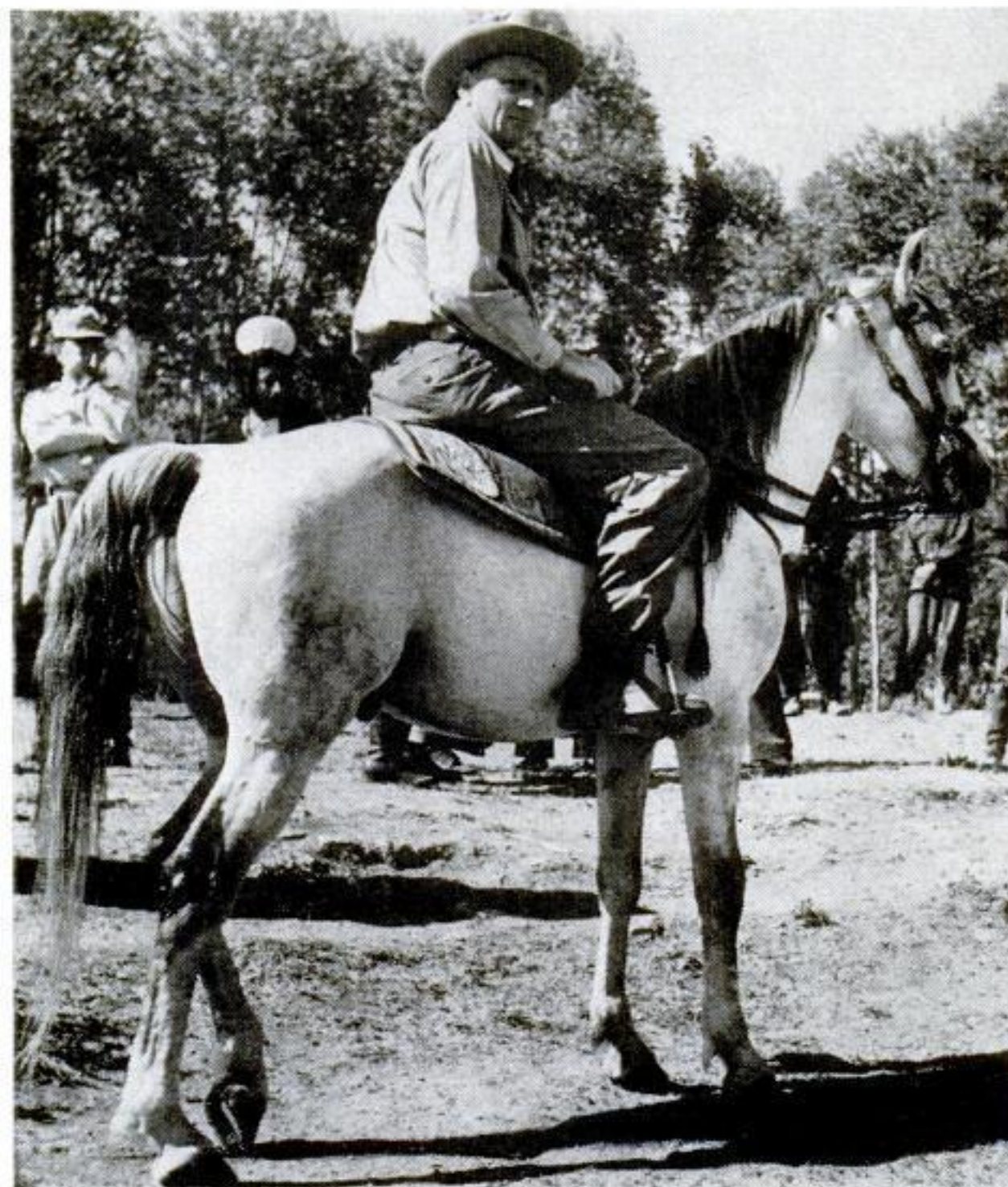
"Look at the miserable place this good man has to live in," the agent said to his secretary. "Haven't we got something better for him? Look at your list."

The secretary thumbed through a book and replied. "Yes, there is the home of the deputy to the prime minister in Teheran."

"Put him down for that," the agent told his secretary. Turning to the villager he said, "When the revolution comes and we take Teheran, that will be your home."

And so the discussion went from houses to rugs, from rugs to meat, from meat to schools. The campaign moved from peasant to peasant, from village to village. This was pie-in-the-sky come to bedraggled,

During the past two summers Justice Douglas traveled extensively through the Middle East, exploring the back country as well as the cities. In this article (which will form part of his book, *Strange Lands and Friendly People*, to appear in the fall) he reports his experiences in Iran. The stories he has to tell reveal some underlying causes of Iran's explosive instability: a central government hostile to the ethnic inheritance of many of the people; corrupt officials; a ravaging army; and millions of people living at a stark subsistence level. The article begins with an example of these conditions in the strategic province of Azerbaijan.



IN IRAN'S KURDISH COUNTRY DOUGLAS RODE AN ARAB STALLION

poverty-ridden villagers. Thus did the Communists go among the peasants, spreading discontent.

During this same period the Russians undertook to organize a government in Azerbaijan which they could leave behind when their army withdrew. The man selected to head the government was a native of Azerbaijan, the son of a holy man—Jafar Pishevari. Pishevari is a Communist who was educated in Baku. He went back to Iran in the '30s, organizing a union and publishing newspapers.

Late in 1945 Pishevari went to Tabriz and formed the Democrat Party. That party led a "revolt" and Pishevari came into power. A cabinet was formed, a parliament elected, and a political program put into effect. The Pishevari government lasted only from late 1945 to December 1946. It and the central Iranian government quarreled over the supervision of an election called by the Shah. Iranian troops entered Azerbaijan, there were a few skirmishes, the government of Pishevari collapsed and Pishevari left for Russia.

I learned from my travels in Azerbaijan in 1950 that Pishevari was an astute politician. The part of his program which most impressed the peasants was land reform. He confiscated the land of all absentee landlords and distributed it to the peasants. But he left untouched the land of resident landlords; a new law merely increased the tenants' share of the crop to about 33%.

Second only to land reform in popular appeal was the law which made it a capital offense for a public official to take a bribe. Two top officials and a few lesser ones were hanged for this offense. The law had an electrifying effect. Merchants told me that they could keep their stores unlocked all

night and be safe from robbers. Natives told me that for the first time they could with safety keep their cars on the streets all night without losing wheels, headlights or any other removable parts.

WHEN the Iranian army returned to Azerbaijan, it came with a roar. Soldiers ran riot, looting and plundering, taking what they wanted. On the heels of the army came the absentee landlords. They demanded not only the current rentals; they also laid claim to the rent which had not been paid while Pishevari was in power.

The tragedy of the situation, the pathos and suffering were best summarized for me by a blind beggar and his wife, Karim and Fatima. Both were well over 60. They had been tenants of a landlord in a village which I will call Nourabad. There they had worked all their lives, paying as rent 60% of the crop. Several years ago Karim had gradually lost his sight until now he was totally blind.

The winter of 1948-1949 was long and cold. Running out of food, they bought grain from the local agent of the landlord. The legal rate of interest in Iran on agricultural loans is 12%. Their landlord charged them 40%. He collected in grain at the next harvesting.

CONTINUED ON PAGE 123



Pleasant Moments in sports

BY BOB CONSIDINE

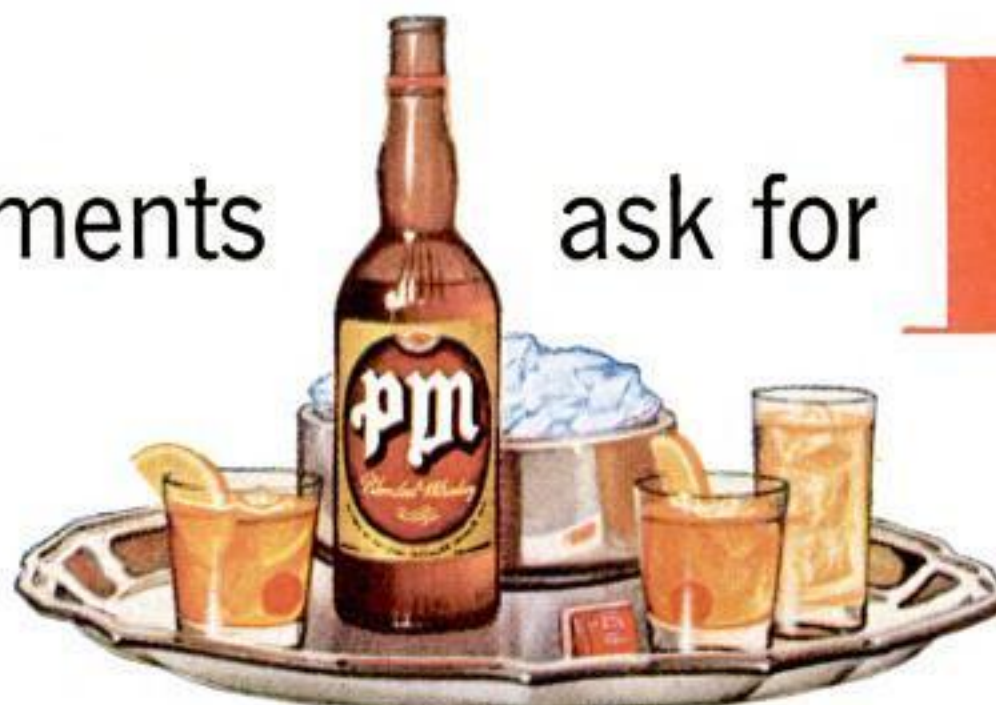
ZANE GREY, the famous Western-story writer and big-game fisherman, told me this one.

For three years he had spent each fishing season at Tahiti trying to land a Giant Tahitian Marlin, but with no luck. Then one rainy morning in the spring of 1930, it happened.

Half-a-ton of fighting fish hit his line and proceeded to drag his heavy motor launch all over that part of the Pacific. When the monster was finally brought to gaff, it took 12 men to drag him onto the beach. Fourteen feet, two inches long, 1,250 pounds in weight, it was the biggest game fish ever landed on a rod and reel, a true champion of the deep.

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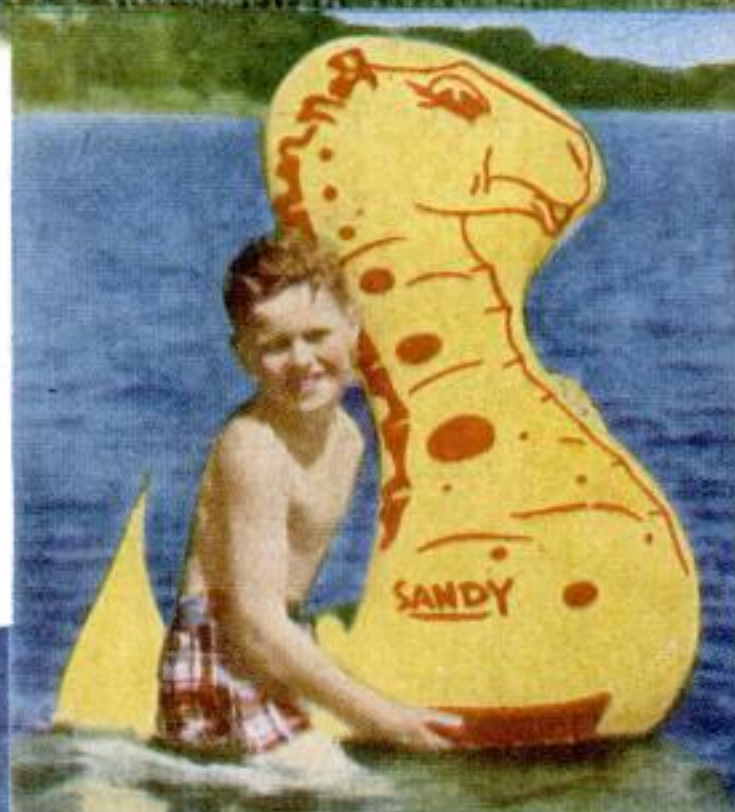
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DOUGLAS AND SON, William Jr., who accompanied him in 1949, check movie camera. Some of the pictures illustrating this article were taken from collection they brought back.

DOUGLAS ON IRAN CONTINUED

"Listen," cried the old lady in a voice so shrill that it was almost a shriek. "He charged us 80¢ for grain, and when we repaid him the next year the grain was only 40¢. So we had to pay him back twice as much as we had borrowed. We had to pay the interest too. We paid him almost three times the grain we borrowed." Then looking me in the eye she cried, "Do you think that is just?"

They decided to sell their belongings, take what money they could raise and go to Tabriz and find work and food. All their belongings brought less than \$80.

They came to Tabriz at dusk. They entered a bazaar to replenish their supply of food and inquire about work and lodging. As they stood before a stall where grain was sold a sergeant of the gendarmes stepped up and said, "Where is your home?"

"Nourabad," Fatima replied.

"What are you doing here?"

"We came to buy some grain."

Karim and Fatima did not know that it had been made a criminal offense to sell grain to a nonresident of Tabriz. They spent that night and several more in jail.

"What happened?" I asked.

Fatima took time to answer. "One day the sergeant came in and said, 'How much money do you have?' I told him we had about 400 tomans [\$80]. He pulled out a book and wrote in it with a pencil. In a few minutes he looked up and said, 'Your fine is 400 tomans. You can pay me now and I will let you go.'"

"You paid?"

"Yes, we paid," Karim answered. "Now we were penniless; we had nothing. We were out on the streets in a blizzard, no work, no home."

"What did you do?" I asked.

"See—we became beggars." Then she broke down and sobbed.

One night—a cold blustering night in January—something happened which shows how revolutions are sometimes brought to a boiling point.

Karim and Fatima were begging on a street corner of Tabriz when they saw a group of about a dozen peasants being herded along by gendarmes with drawn bayonets. They had committed the same crime that she and Karim had; they had come to Tabriz to find food. Fatima told Karim what was happening and whispered, "Come, let us go with the crowd."

She guided him to the middle of the street and the two of them followed behind the crowd. More joined the procession, all the ragamuffins and beggars of Tabriz. One of the peasants under arrest tried to escape and was laid low by the butt of a gun.

"We didn't like it," Fatima said. "We shouted at the gendarmes to stop. A big growl went through the crowd. The man who was knocked down was carried into the jail. The rest of the prisoners



DEPOSED head of Azerbaijanian state, Jafar Pishhevari, fled to U.S.S.R.

CONTINUED ON NEXT PAGE

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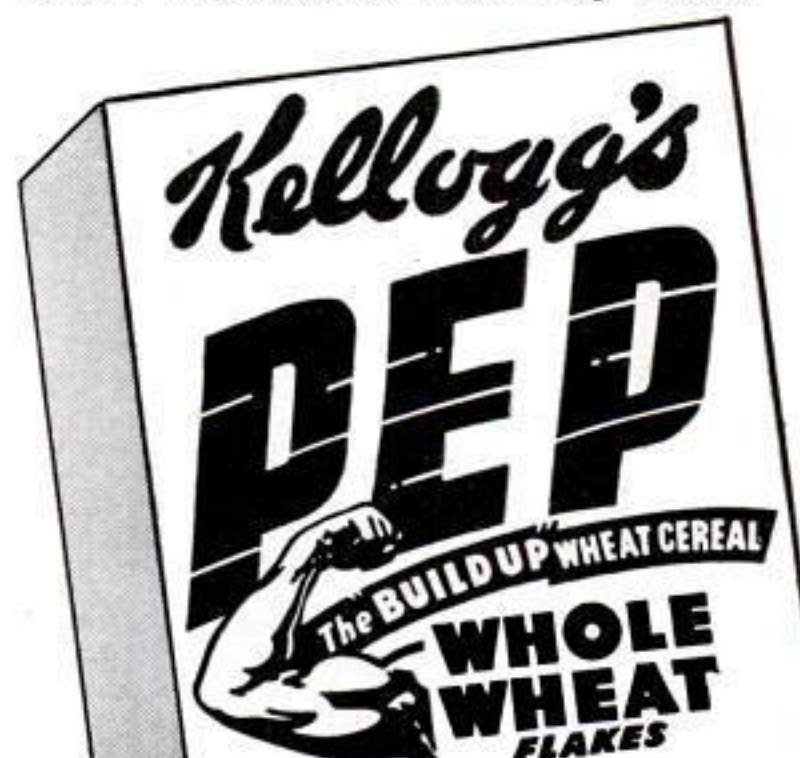
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AZERBAIJANIANS protest dissolution of own state. Picture carried (center) is of hanged former minister, Beriya.

DOUGLAS ON IRAN CONTINUED

were shoved and herded like cattle. None of us liked what we saw. I shouted to the prisoners, "Do not let the gendarmes rob you."

Fatima stopped, looked me in the eye and said, "Karim and I are not Communists. Will you believe me? Will you believe my husband? You must believe me before I tell you what happened next."

"Yes, I believe you," I answered.

"It was awful what had happened to us and to the other peasants. Arrested for trying to buy food! Robbed of our money by the police who were supposed to protect us! Thrown out in the street to die like dogs of cold and starvation!

"We could not stand it any longer. Everyone in the crowd felt the same way. We stood in front of the jail and shouted in the faces of the gendarmes,

" 'Pishevari! Pishevari! We want Pishevari!' "

**"Once the tenant gets into debt . . .
he is a perpetual serf"**

More than a million proudly nationalistic Kurds, whose forebears once ruled ancient Kurdistan, live in northwest Iran. Here, as in Azerbaijan, the Soviet Union's wartime occupation resulted in a separatist state. Justice Douglas found memories of it very much alive.

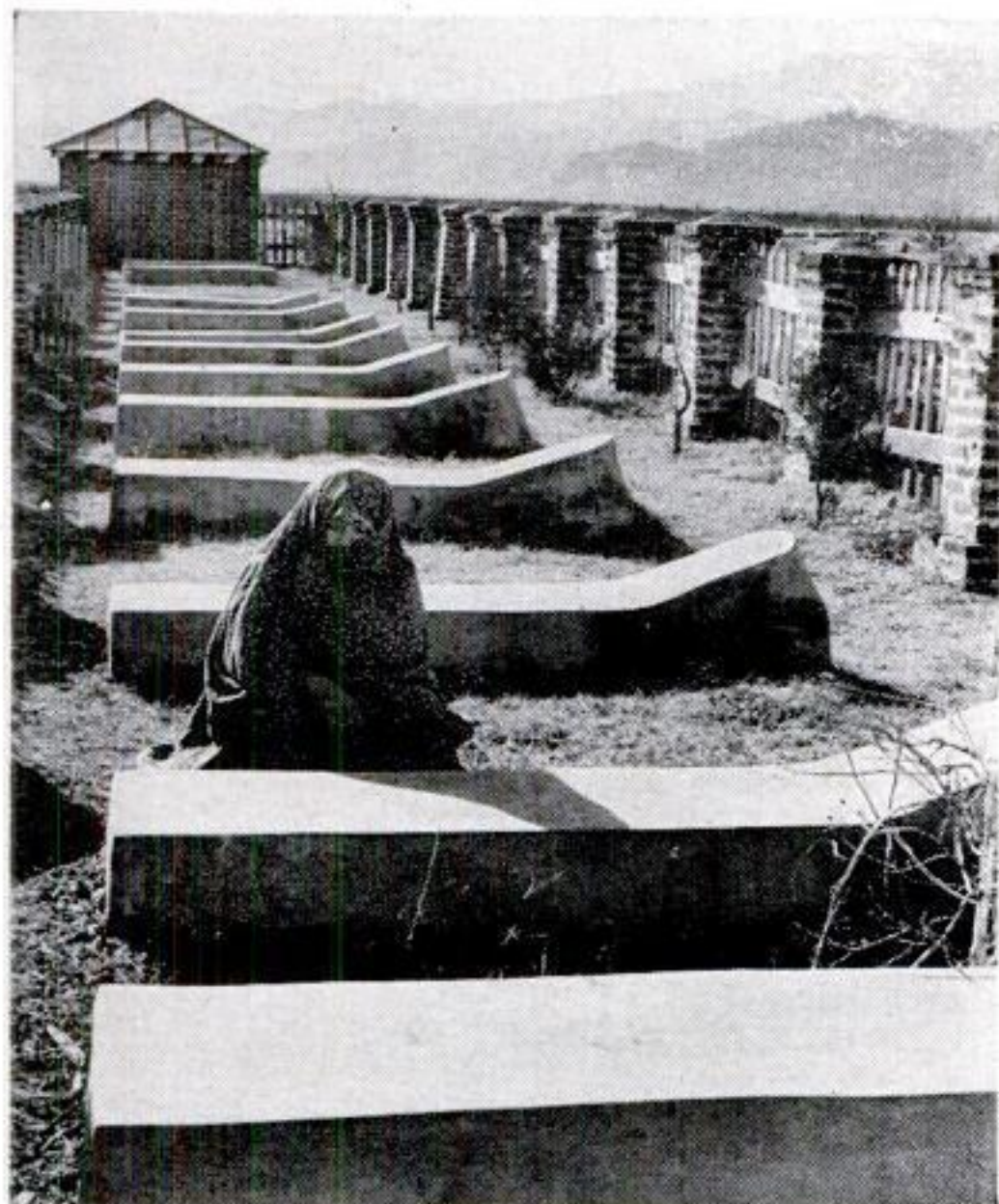
DIVAN DARREH is a small village between Bukan and Sanandaj in the southern part of ancient Kurdistan. We stopped there one day for lunch. A soldier from the Iranian garrison came up to volunteer a story. And so under the dusty willows at Divan Darreh I began to piece together the story of the Kurdish Republic of Mahabad.

Kumela is an abbreviation for Committee of Kurdish Youth. It was a strongly nationalistic secret society formed in Mahabad in the summer of 1943 by a small group of young Kurds. The Soviet Union saw in it a chance for sowing seeds of trouble, and before she withdrew her occupation troops in the spring of 1946 she had brought about an important event in the affairs of the Kurds.

Kurds from Russia were attached to the Soviet consulate at Rezaieh as Communist agents. These agents encouraged Kumela in its nationalist program. The Soviets who had established in Iran various Iranian-Soviet cultural relations societies, now founded in Mahabad a Kurdistan-Soviet cultural relations society. This society and Kumela worked together.

At this juncture the Soviets approached several prominent Kurds with the request that they take charge of the Kumela movement. They all refused. Then the Soviets picked Qazi Mohammed of Mahabad. He was a judge in the Moslem ecclesiastical court. He was well educated and spoke French, Russian and English.

Qazi Mohammed, after a trip at Russian expense to Baku for a conference with Soviet officials in the fall of 1945, announced the formation of the Democrat Party of Kurdistan. The Kurds on the



MOURNING WOMAN kneels at grave in a cemetery set aside for troops killed during the Azerbaijanian fighting.

whole rallied to the party, many because it appealed to their nationalist pride, others because the Democrats offered an attractive program.

The Soviets mustered one rabid band of Kurds behind the Democrats. This was a renegade group of armed soldiers led by Mulla Mustafa Barzani, a refugee from Iraq. His forces, well armed and well trained, reported to Qazi Mohammed for duty and became the central core of his military strength.

In November 1945 the Kurdish Democrat Party met at Mahabad, inaugurated a Kurdish People's Government and raised the Kurdish flag. A parliament assembled; and in January 1946 Qazi Mohammed was elected president. A cabinet was formed, composed of tribal chiefs, merchants, landlords and officials. There was no member of the proletariat in the entire government.

During 1946 there were skirmishes between the Kurdistan forces and the Iranian army, some of which took place at Divan Darreh. But when the Iranian army came in full force in December 1946, it met with little opposition. Soviet Russia was supposed to have promised Qazi Mohammed military support, but it gave none. The anti-Soviet attitude among most of the Kurds was very strong. Only Barzani held out.

The Iranian army entered Mahabad on Dec. 15, 1946 without a shot being fired. Qazi Mohammed and several of his cabinet were imprisoned; eleven lesser tribal chiefs of the Kurds were shot; and on March 31, 1947 Qazi Mohammed and two of his cabinet were hanged at Mahabad. Barzani, who had retreated to Iraq, swept back into Iran in the spring of 1947, fought his way through the Iranian army and passed through western Azerbaijan into Russia.



MULLA BARZANI, military chief of Kurdish state, escaped to Soviet Union.

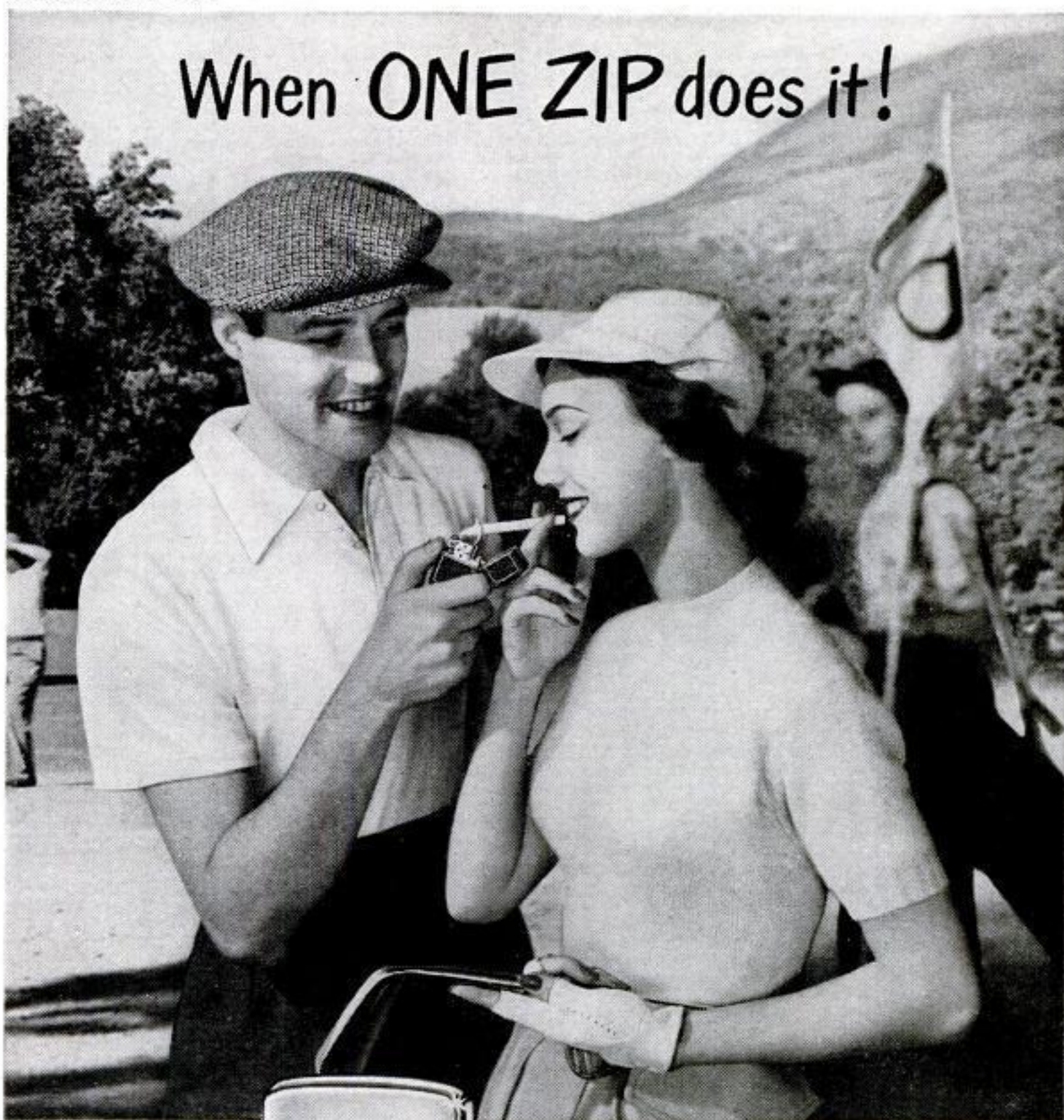
I WENT to Mahabad on a hot August day. I learned at Mahabad some of the tactics and accomplishments of Qazi Mohammed and his Democrats. During his year of power many things had happened that stirred the Kurds. The Kurdish costume which had been banned by Reza Shah now came back into use. Schools were provided for every child through the sixth grade. Textbooks for the primary schools were printed in Kurdish. A constitution was prepared. It proposed a Kurdish state that was republican in character. It pledged the state to defend the interests of Kurdish workers and to create unions for their betterment. It proclaimed that "people should be educated irrespective of race, religion or sex."

Qazi Mohammed needed a program of reform if he was to get mass support from the people. The lot of the average Kurd is misery. Illiterate and with few or no educational opportunities, he lives at the subsistence level. He knows practically nothing about modern agriculture. Even if he did, he would not benefit from his knowledge,

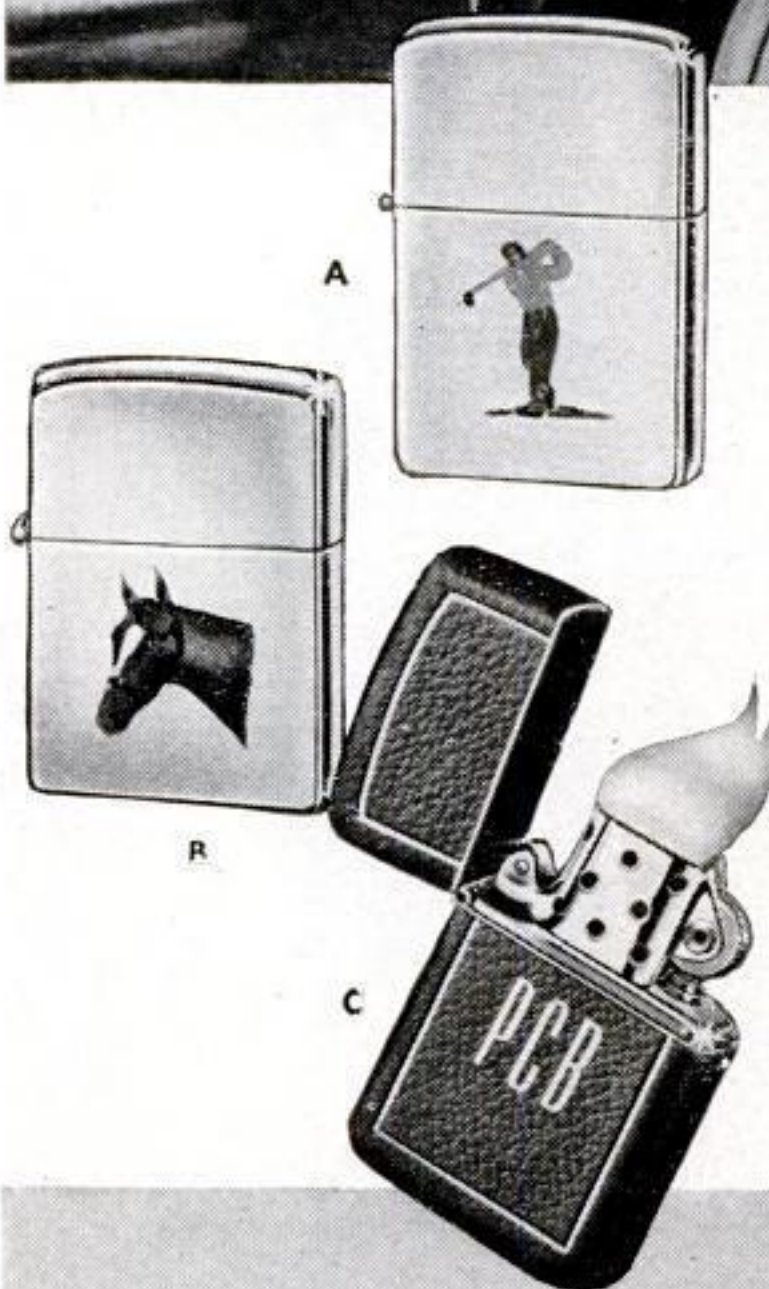
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DOUGLAS ON IRAN CONTINUED

for most Kurds are serfs working for a khan or some other landlord on shares and perpetually in debt.

Qazi Mohammed knew the power of the landowners and the delicacy needed if real measures of reform were to be realized. Moreover, if his program of reform was to be popular with the people, he had to remove the suspicion that it was the creature of the godless Soviet regime. And so he put his scholars to work to find in the Koran and in the teachings of the Prophet principles necessary for his reforms. So far as I could ascertain he had taken but one specific step under the guidance of the Koran. He had banned usury.

That alone gave him great support among the peasants. In Iran the lawful interest rate on agricultural loans is 12%. But it is not unusual to find loans to farmers at 40% or more. The moneylender is usually the landlord. Once the tenant gets into debt to the landlord he is a perpetual serf.

I FORDED the river at Mahabad and started out of town to the road that leads down from Maku. A young Kurd and his wife came down the shaded road. He rode a donkey; she walked proudly by his side. We exchanged greetings.

"Where is your home?" I asked.

"Near Khoi, way up north," he replied, his white teeth gleaming.

"What are you doing down here?"

"We are Kurds," he said. "We are making a pilgrimage. We come to pray at the grave of Qazi Mohammed."

"... there are 40,000 people and close to 10,000 radios"

While in Kurdistan, Justice Douglas was a house guest of the "grand old man" of the Kurds, Amar Khan of the Shikkaki tribe. He discovered why many tribesmen were surprisingly well-informed about the nature of the Russians and about international affairs generally.

AT Zindasht, Amar Khan Sharifi stood on the outskirts of the village to greet us. At a respectful distance behind him stood a group of villagers.

Amar Khan, over 6 feet tall, sparsely built, trim, with a head of close-cropped gray hair, stepped forward to greet me. He took my hand in both of his and held it for at least five minutes while we talked through my interpreter.



QAZI MOHAMMED, of Kurdish government, was hanged by the Iranians.

We walked 50 yards or so, climbing a low height of land where Amar Khan's house stands. It is a large compound built around a garden and housing 103 people. Amar Khan and I talked. He is a soft-spoken man with a quiet, musical voice. There is not a trace of bluster in him, but he speaks with emphasis and authority. He is trim and agile, and his 78 years had left little mark on him in the summer of 1950.

I turned the talk to Communist propaganda, wondering how well acquainted he and the Kurds were with it. The bulk of Soviet propaganda in the Middle East is by radio. The Russians do excellent intelligence and furnish through their embassies and legations a wealth of current information. Their diplomatic staff—at least in the lower echelons—mixes with the people in the coffeshops and at the crossroads. They know these nations and the propaganda that will have the best effect.

Radio propaganda is as effective in the Middle East as it is here or in Europe. I was amazed at the number of radios I saw south of the Soviet border. In the town of Khoi in northwest Iran (not far from the Russian border) there are 40,000 people and close to 10,000 radios (American-made, run on batteries). There are in fact some radios in every village I visited; I saw

them even when I was in the mountains with the tribes.

The hours when news is broadcast are known. People gather around at those times to listen. Goatherders will even come off a mountain to join the group. No matter how far I was from the nearest town, whether 50 miles or 250 miles, no matter how remote I was in the mountains of the Middle East, I always heard before night

CONTINUED ON PAGE 128

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AT KURDISTAN MEETING with Amar Khan Sharifi, 78-year-old tribal chief, Douglas was "briefed" on Communism. Khan's son Hossein is at right.

DOUGLAS ON IRAN CONTINUED

the important news in the capitals of the world. I discovered, contrary to my preconceptions, that the peasants of this area are well informed on world events. They know their own complaints, and they listen with an attentive ear to those who would remedy them.

I learned that the most popular radio program was the Voice of India; the clandestine Soviet radio in Azerbaijan was second; BBC was third; and somewhere near the bottom was the Voice of America.

I discussed these matters with Amar Khan and inquired if he had a radio. It was as if I had asked a businessman in Portland, Ore. if Portland had a chamber of commerce or a Rotary Club.

"Certainly I do," Amar Khan replied in a surprised voice. He said something to one of his young sons who immediately brought a large battery set with a wide short-wave range.

"What stations can you get?"

"Practically any. Which would you like?"

"Let's hear the Moscow radio."

And so for a few minutes we listened to a harsh Russian voice, charged with invective. Amar Khan turned it off and discussed Korea. At that time it seemed questionable whether the U.N. could gather enough momentum in time to hold their initial beachheads. Amar Khan spoke of this; he expressed the belief that America had temporized too much, that it should never have let North Korea build up its military might. He spoke of the dangers of Communism; he discussed its methods of operation and its use of terror as an instrument of government. Here in a border region of Iran I was receiving a seminar on Communism—an informed and intelligent discussion of it.

I complimented him on his understanding of the Communist issue. He bowed and thanked me, and then dismissed it with the words: "We have eyes"—referring to the Kumela government and the activities of the Soviets in northwest Iran. "We have ears"—referring to the radio.

ABDOLLAH ILKHANIZADEH is the head khan of the Debrukri tribe of Kurds. I met him at Bukan, a town of perhaps 8,000 people, north of Mahabad and not far from the southern edge of Lake Urmiah.

He is soft spoken and quiet. His fingers are long, his hands narrow, his handshake warm. If I had to guess at his occupation, I would say he was a Wall Street broker or banker. The day I met him he was dressed the part. His suit was tailor-made and a conservative gray. His shoes were English, and any American haberdashery might have sold him the shirt and tie.

Abdollah Ilkhanizadeh has political wisdom as well as business acumen. Most of his people own five to 10 acres of land, and those who do not farm have a stall in the bazaar at Bukan and make or sell merchandise.

I sat on the porch of Abdollah's house talking of these things until late at night. He was convinced that ownership of property—land, business, sheep—has a magic curative effect on social disorders. One of the chief troubles in the world is that people do not have a stake, an interest in making their society wholesome and healthy. Ownership—individual ownership—gives that incentive.

As we walked the streets of Bukan in the morning and visited

CONTINUED ON PAGE 131

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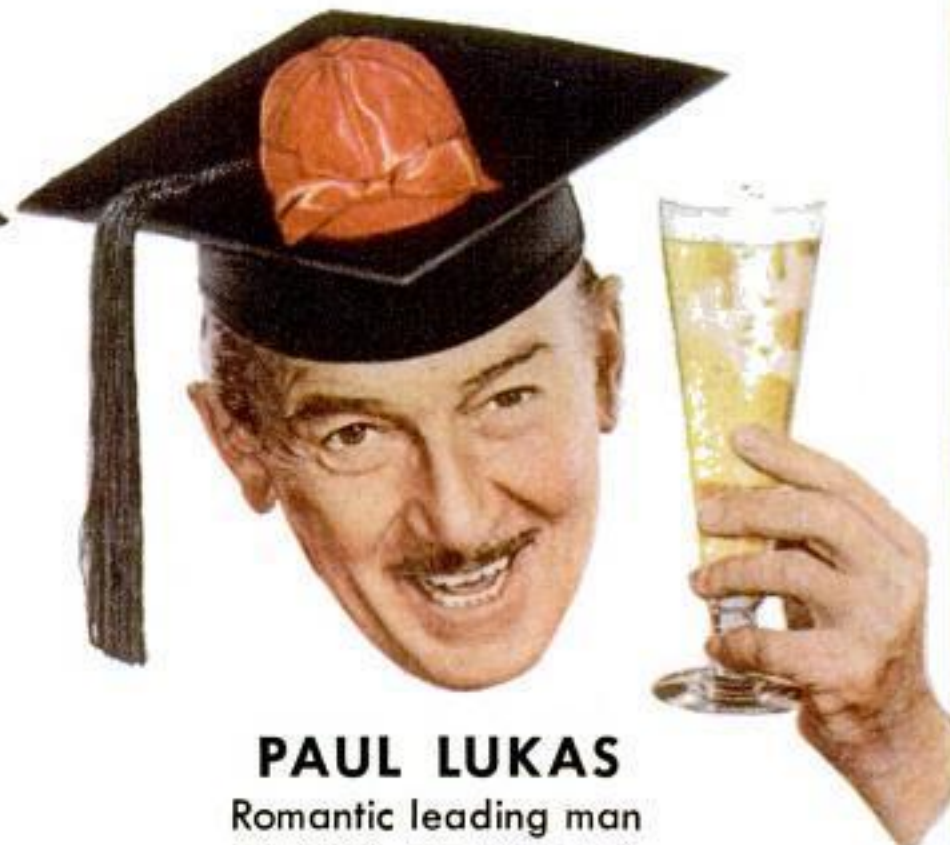
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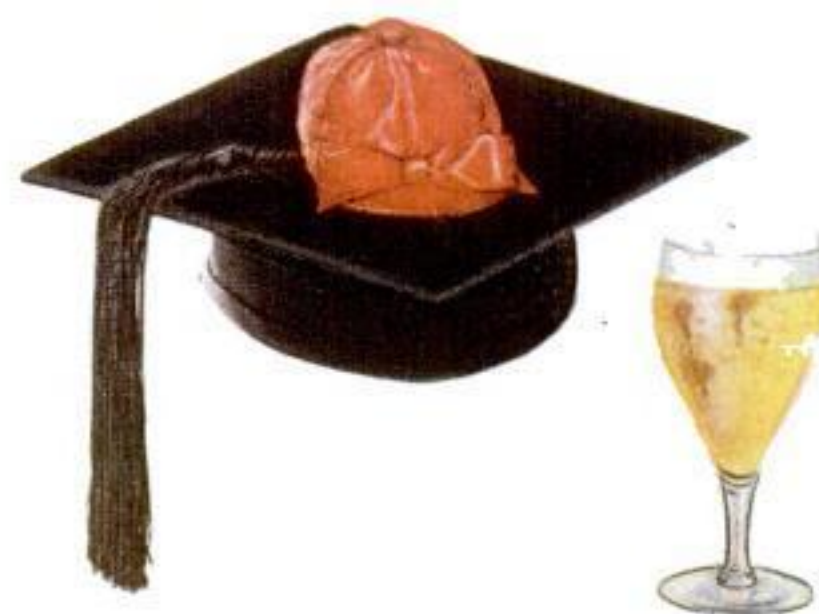
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the bazaar, every man we met stopped and bowed stiffly and formally to Abdollah. I watched their faces, and it was plain that they bowed out of respect and affection, not from protocol or duty.

Abdollah's greatest pride on this tour of Bukan were: first, the infirmary and first-aid station, and second, the schools. The infirmary had been obtained through the good offices of the Royal Society sponsored by the shah and his family.

Another night I was at Sanandaj south of Bukan and on the southern edge of ancient Kurdistan. This is the home of the Javanudis, and they were causing trouble. We sat in the open at the officers' club, munching pistachio nuts and drinking cool drinks and talking. I turned to an officer and said, "What do you really think of these Kurds?"

His answer came in a flash, "A Kurd will cut a man's throat as easily as he will drink a glass of water." And he went on to add, "Give a Kurd a horse, a gun, a mountain and about seven women and he'll be perfectly happy."

I had to smile. I thought of Amar Khan Sharifi and the other gracious Kurds I had met. I thought of Bukan and its feudal lord who was revolutionizing his tribal society with a series of basic reforms. That night at Sanandaj, as the wind whipped the willows at the officers' club, it seemed to me that in Iran, as in our own country, the military mind did not have any real understanding of the ingredients of peace.

**"... the Soviets are an enemy. . . .
we also have one . . . in our midst"**

An old cause of unrest in Iran has been the behavior of the army. Justice Douglas recalls a story he was told in the country of the Lurs, an ancient tribe living near the Iraq border, which helps explain why the people fear the troops of the Teheran government.

REZA SHAH was an army officer who reached the Iranian throne as a result of a *coup d'état* in 1925. He did some great and good things for Iran. In a few areas he built clean, attractive houses for peasants. The tearing of veils from the faces of Moslem women stands to his credit. Roads, schools, reservoirs, parks—these and other projects have left his stamp on the nation. But his program against the tribes ended in murder and pillage. His plan was to break their feudal ties, rid them of their migratory habits and settle them permanently in villages—and he used all means to accomplish this end.

In 1936 the government decided to put a paved highway through Luristan. The Lurs opposed the scheme. There were skirmishes between the army and the tribe. Troubles erupted throughout Luristan. An outstanding general of the Iranian army was ambushed and killed by some Lurs at a spot where a short concrete bridge now crosses a ravine a few miles south of Khorramabad. The Lurs at once moved on the city, took it and occupied the fort. They were exultant and defiant. They now controlled the heart of Luristan.

A young colonel named Amir Ahmadi was ordered out of Teheran to Khorramabad. He laid siege to the fort. Day after day troops poured in and tightened fast their grip on the surrounding countryside. In about a month the fort capitulated. The leaders of the Lurs—80 in number—were hanged.

The rest of what happened can best be related by an old man I met on a wind-blown plain of Luristan. He was in a hut whose walls and roof were thatched with boughs of oak, and one side of which was open. I had come to the hut to inquire if I could take a picture of its interior. On my appearance a woman, who had been sitting weaving, quickly vanished through a rear exit. The man, also seated, looked up with a troubled face and asked, "Is it necessary to take a picture of us in our misery?"

There was dignity in his features, pride in his voice. I was embarrassed and ashamed at my intrusion. I closed my camera and asked if I might come in. He rose, bowed and with a gracious sweep of his arm invited me to join him on his rug.

We talked of the mountains that lay against the skyline on the west. I broke in to ask him about his misery which he had mentioned earlier. He spoke then of the poverty and hunger of the Lurs, of the lack of schools, of doctors, and of those who died of starvation last winter.

"And what about Amir Ahmadi?" I asked.

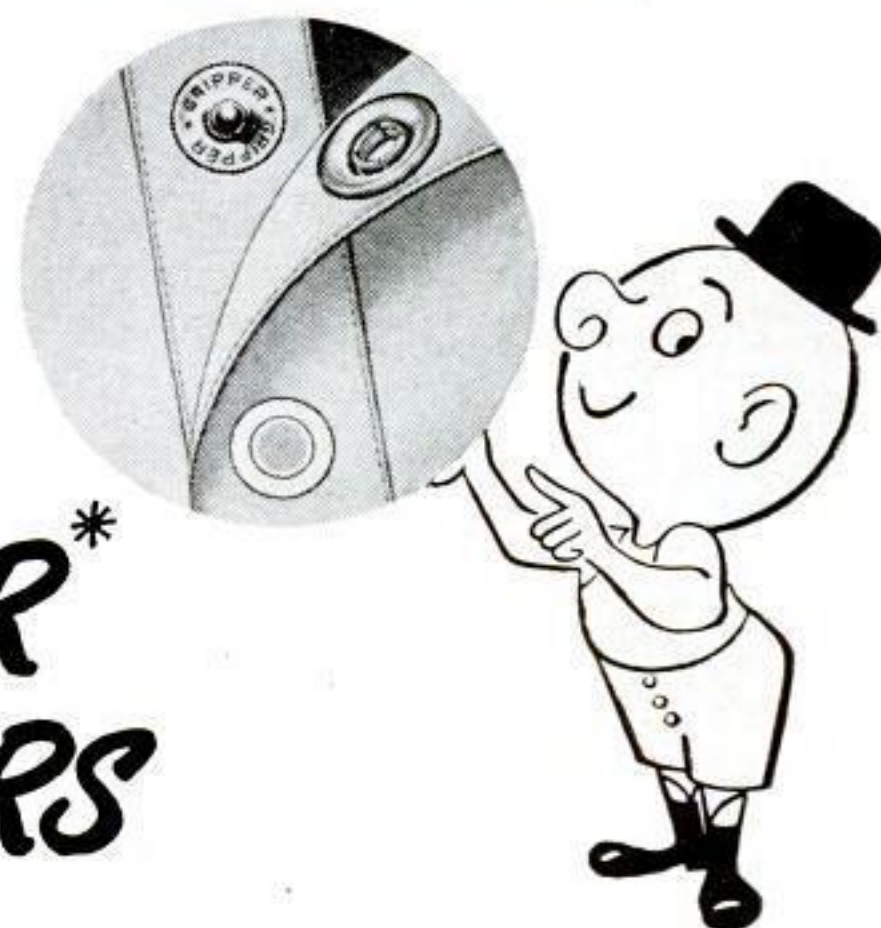
The story was slow in coming; it took much persuasion and a promise that I would never disclose his identity. Finally it poured from his lips in whispered tones:

"Some of our young men had been with our khans at the fort. They were all killed. Our khans were hanged. The army had won.

CONTINUED ON NEXT PAGE

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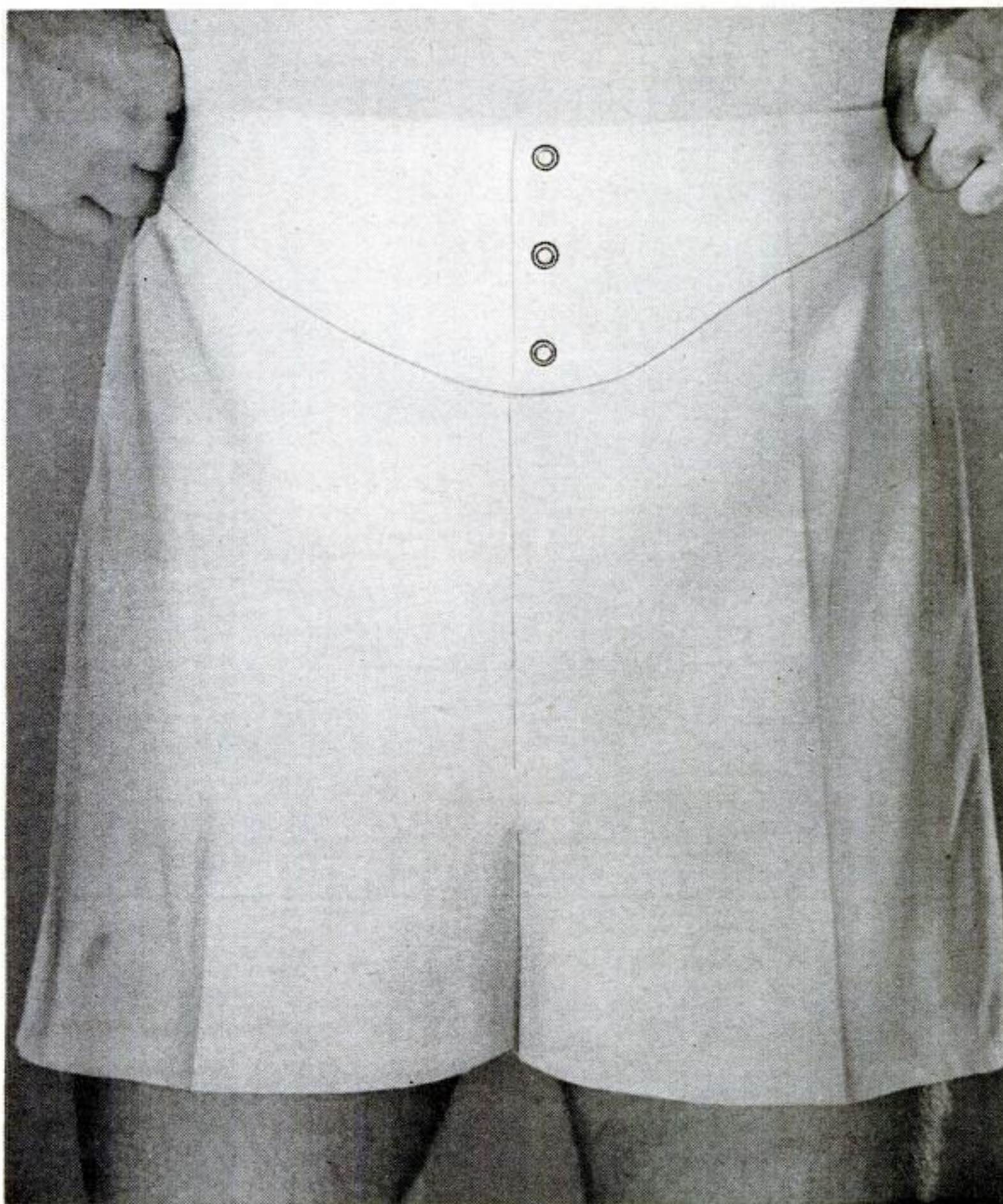
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DOUGLAS ON IRAN CONTINUED

The battle of resistance was over. The road which Reza Shah wanted to build would now be built.

"A few days later I saw a cloud of dust across the plain. Horsemen were coming on a gallop. As they came closer, I saw that they were an army troop. A colonel was in command. They came right at us, the colonel shouting orders. The men dismounted and started shooting. There were babies in baskets in some of our tents; the soldiers put revolvers to the heads of the little ones and blew their brains out. Women were screaming from all the huts. My wife was cowering in a corner. I stood before her. Two soldiers rushed toward us. I seized a knife. Then there were shots. I was knocked to the earth and lost consciousness.

"When I awoke my wife was lying across me. Her warm blood ran down my chest. She had died from bullet wounds in her breast. I had been shot through the neck and left for dead.



"BUTCHER" Ahmadi brutally put down Lurs' revolt.

"I did not move, because the colonel and his troops were still there. I could see them through my half-closed eyes. You may not believe me when I tell you what I saw. But by the bread of my house I swear it is true."

There was a long silence before the old man continued.

"The colonel had ordered some of our young men to be held as captives. Meanwhile he built a fire of charcoal. I soon discovered what he was doing. He had an iron plate so big." (He indicated a plate about 8 inches long, 6 inches wide and a quarter of an inch thick.) "He heated this until it was red hot. He had his men bring up one of the Lurs. Two soldiers held the prisoner, one on each side. A third soldier stood behind the prisoner with a sword. The colonel gave the signal. The man with the sword

swung. As the sword hit the prisoner's neck, the colonel shouted 'Run.' The head dropped to the ground. The colonel pressed the red hot plate on the stub of the man's neck. The headless man took a step and fell.

"Give me the tall one," the colonel shouted. "He can run better than that."

"The same process was repeated. The tall man, when beheaded, ran a few paces. Lur after Lur was beheaded. Again and again the plate was heated red hot and slapped on the stub of a neck. Once the colonel was slow with the plate, and the blood shot five feet in the air."

The old man stopped to wet his lips.

"The colonel started betting on how far these headless men could run. He and the soldiers would shout and yell, encouraging each victim to do his best."

The old man paused, his anger swelling up as he relived this experience.

"Who won the betting contest?" I asked. He waited several minutes before he would speak.

"The colonel won most of the bets. He won 1,000 rials, I think, on the headless Lur who ran 15 paces after he was beheaded."

The old man seemed exhausted from the telling of the story. He poured tea from an ancient samovar. We sipped it in silence. After we had finished, I asked, "And what of yourself?"

"I dragged myself to a spring in a ravine and washed my wound. I was too weak to move for two nights. Then I went back to bury the dead. Every man, woman, and child had been killed. Not a living soul was left. The vultures had got there before me."

"What happened to the colonel?" I inquired.

"The colonel? Oh, he became a general and later Minister of War."

"Is he still alive?"

"Very much so. He lives in Teheran. The loot he got from our villages filled dozens of lorries. Tens of thousands of sheep and goats were stolen. How the colonel divided it up among his soldiers I do not know. What higher-ups shared in the plunder I do not know. But the colonel is today a very rich man. He bought many houses in Teheran with the plunder." There was scorn in his voice as he spat out the words: "The butcher, Amir Ahmadi!"

The sun was setting as I rose to go. The old man took me warmly by the hand and held it as he looked deeply into my eyes and asked for reassurance that I would not reveal his identity. After a minute he said, "I am a Persian. I love my country. I would gladly

CONTINUED ON PAGE 134

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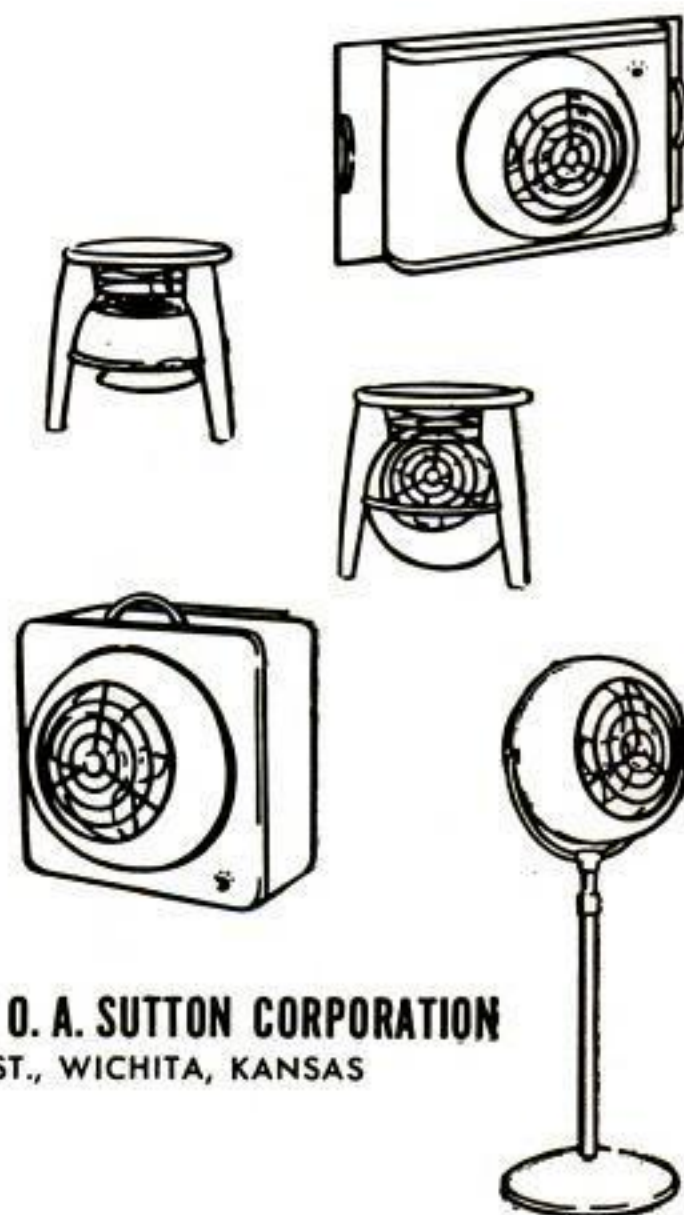
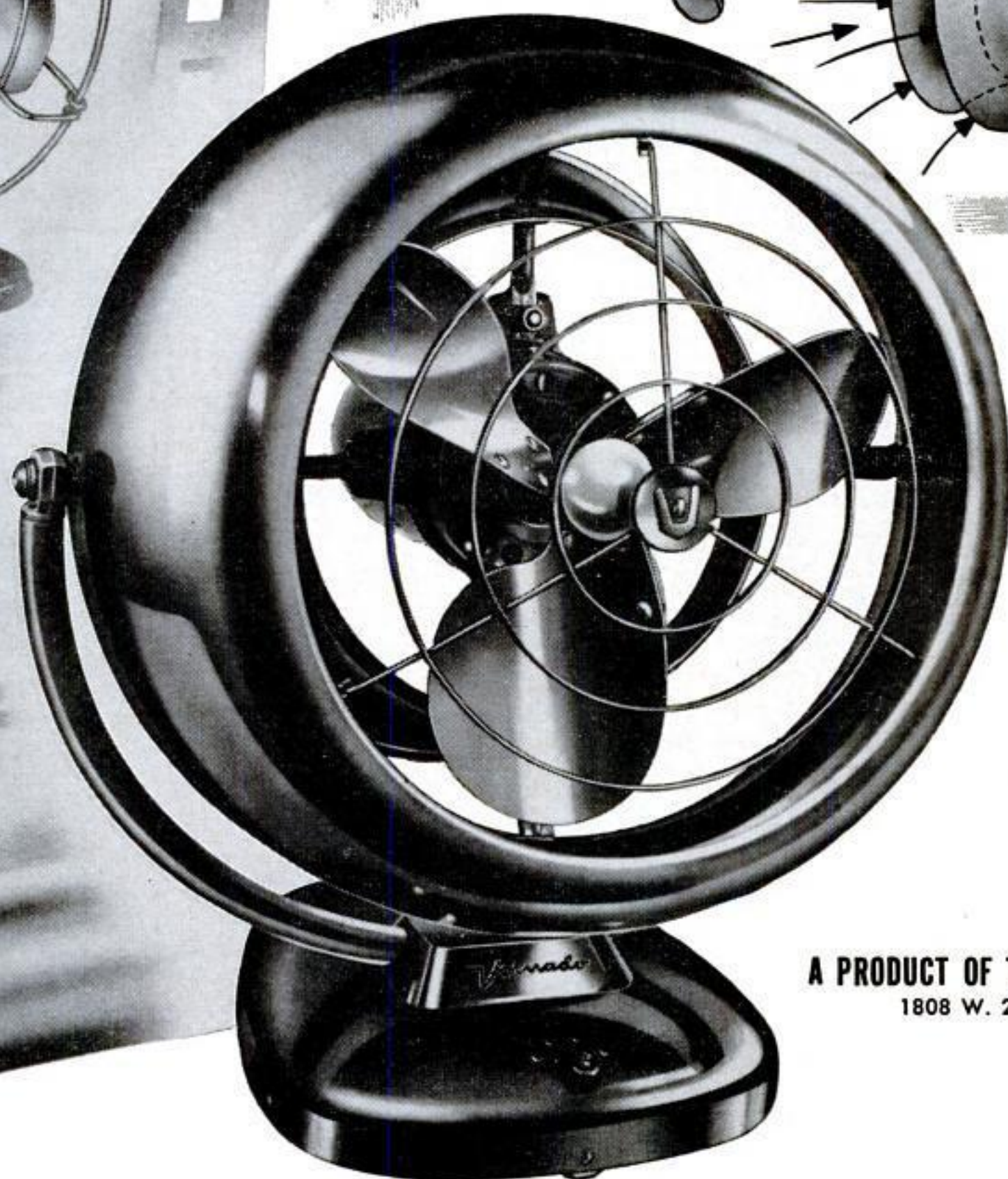
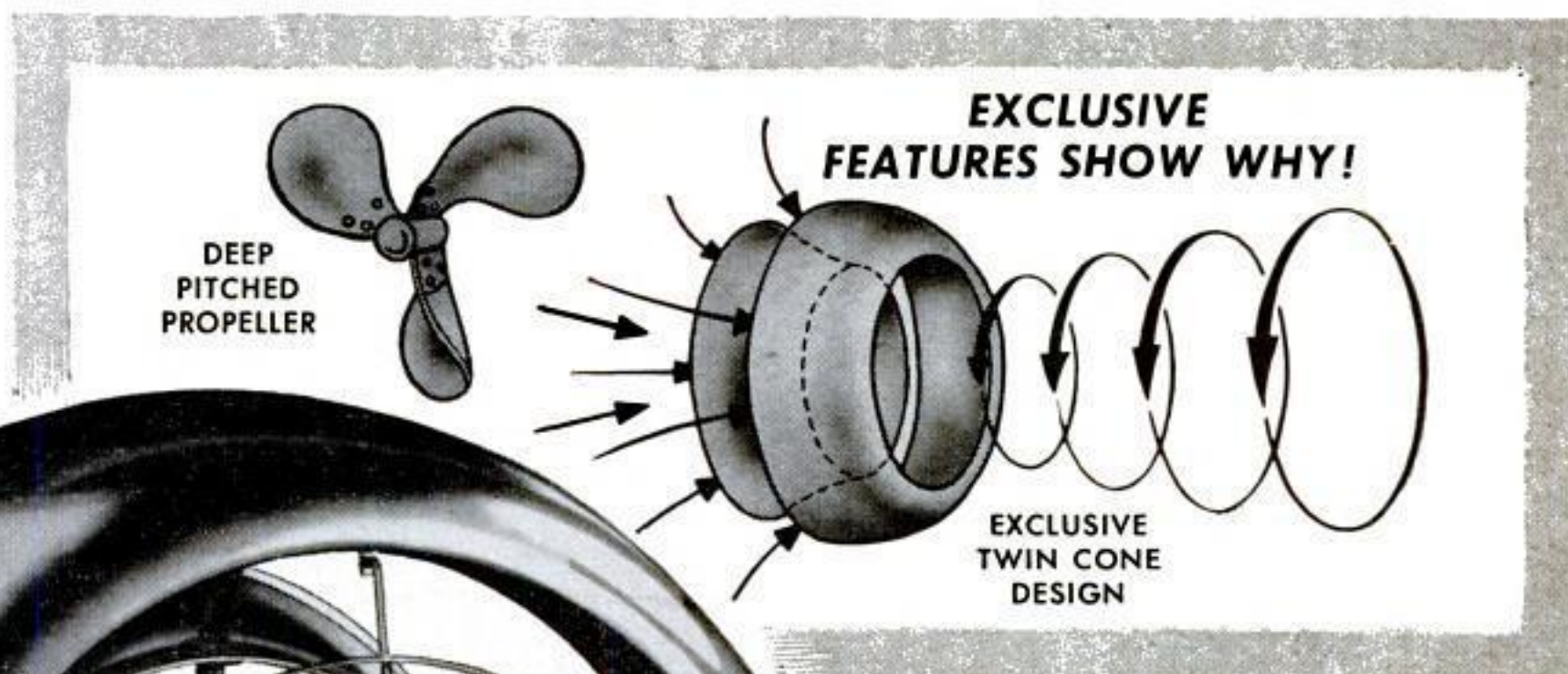
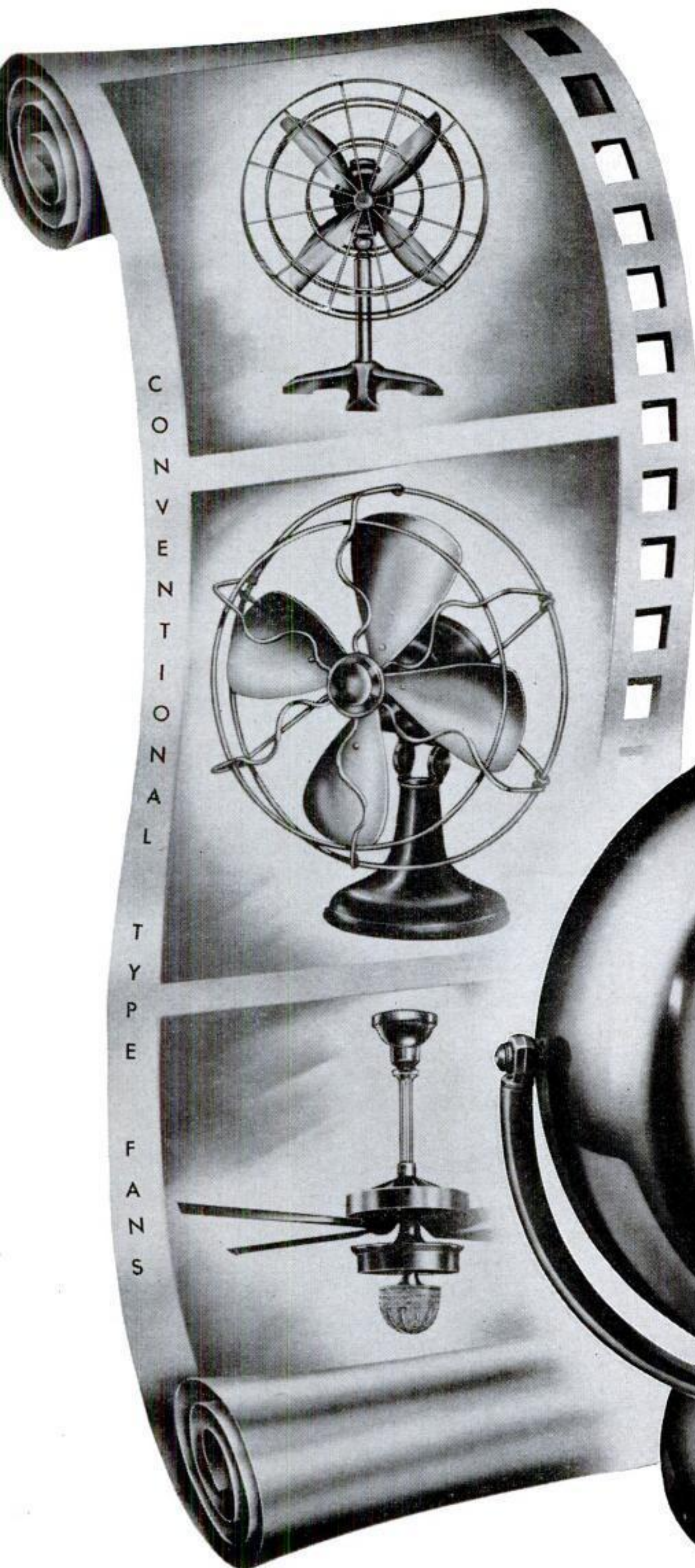
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DOUGLAS ON IRAN CONTINUED

give my life for it. But I hate the army. God in his time will wreak a vengeance."

"We fear Russia. We know that the Soviets are an enemy of our people. But we also have one right in our midst."

I MET Amir Ahmadi at a garden party in Teheran. He has a fierce black mustache, piercing eyes and prominent gold teeth. He speaks Persian, Russian and Turkish. Trained in the Cossack army in Russia, he still bears some of the marks of its arrogance and daring. It was reflected in a lucid moment of idle conversation.

"What is your relationship to the people of Luristan today?" a lady asked.

"Oh, they think highly of me," he replied. "I am a household word."

"In what way?"

He laughed as he replied, showing his gold teeth. "Why in Luristan if a child cries the mother says, 'Hush or Amir Ahmadi will get you!'"

**"The ballots are already printed;
there is one name on them..."**

Corruption in government is a story Iranians generally accept with resignation. On a visit to Kuhdasht, a village on Iran's western border, Justice Douglas was told how elections were rigged, but there was a hint that these villagers would not forever remain passive.

KUHDASHT lies northwest of Khorramabad about 80 miles. Ali Mohammad Ghazanfari represents Kuhdasht in the Majles, Iran's parliament. The mayor of Khorramabad is his cousin, Mohammad Hossein Ghazanfari. Apparently an efficient administrator, he practically wiped out malaria in Khorramabad by having every wall, every garden and every stagnant pond sprayed periodically with DDT.

The villagers at Kuhdasht had heard that the deputy wanted to make his cousin the mayor of Kuhdasht. Though both the deputy and the mayor appeared to be enterprising and honest men, the very suggestion of the idea caused emotions to run high. With difficulty I put together from my talks at Kuhdasht with several villagers why this proposal caused a violent explosion.

In the first place, Ghazanfari had large landholdings near Kuhdasht. Several boundary questions involving his land were being disputed. He claimed land that others asserted was theirs. If Ghazanfari's cousin became mayor of Kuhdasht, Ghazanfari would win the boundary disputes. That at least was the villagers' thought. But a larger issue smoldered underneath this one.

Elections in Iran are supervised by the army. Soldiers come with a ballot box and ballots; the men of the village line up and drop their ballots in the box; the box is taken away; and the votes are counted at some central place in the district.

"That is the way Ghazanfari was elected," a young villager said.

"Is he not a good deputy?"

"No. He owns a lot of the land. He does nothing for us. Look how dirty our village is. See how miserable our children look. We have no schools, no doctors. If we are sick, we have no medicines."

A middle-aged man interrupted. "Look at those children over there by the wall. They are mine. I love them dearly. But do you know what? They will grow up to be as ignorant as I am." His voice mounted with emphasis and he fairly shouted, "That is not right."

By this time there were a half dozen in the group surrounding me. They all nodded approval of the speaker.

"If your deputy does not pass laws which help your condition, why don't you elect a new one?" I asked.

That statement made the group laugh.

I turned to the first speaker and put my hand on his shoulder, saying, "Here's a good man. I wager he understands your problems. Elect him to the Majles; then you'll get the laws you want."

My candidate spoke up. "Let me explain. The army comes with the ballot box and the ballots. The ballots are already printed; there is one name on them—the name of the candidate the army wants. We line up, receive our ballots and march by the box and drop them in."

"Write in a different name," I said. "That's what we do in America."

"That is impossible. This is not America. Soldiers are here with bayonets. We must vote for the candidate the army wants. And the army always wants the big landlord."

An old man spoke up, "This will change. Our people will not stand it much longer. Did you hear what happened in Lar?"

I shook my head.

CONTINUED ON PAGE 137

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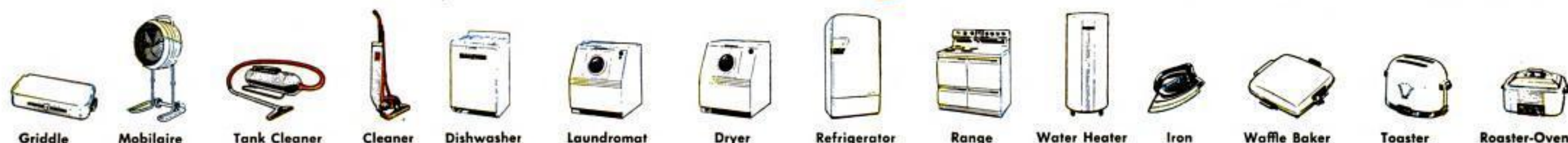
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"Lar had an election this year. The people would not obey the army; they had a candidate of their own; they tore up the ballots of the army and put their own ballots in the box. Then the board came to count the ballots." [The board, I later learned, is a committee appointed by the governor of the district.] "The word spread that the board was crooked, that the board would count the ballots wrong and declare that the army's man won. The people of Lar got excited. They formed a mob and stormed the city hall—10,000 people went after the board. The mob had no guns, only knives and sticks and bare hands. They killed six members of the board. They tore them apart. There was no piece left of one man bigger than his ear."

There was a tense silence as the old man ended. The young man was defiant as he said, "Our people aren't going to stand this much longer. We are going to have free elections or else."

"Soldiers are quartered among them and live off them . . ."

The Bakhtiari are a tribal people who live in the mountains of west Iran. Justice Douglas spent some time among them, living in a camp set up near a village with the startlingly American name of Oregon. Here he was asked to receive an unusual petition.

ONE night at Oregon some elders of the Bakhtiari asked to see me. About 30 came up where we were camped under the walnut trees. Gasoline lanterns showed faces serious and intent. Their spokesman had thought out his speech and delivered it with sincerity and emphasis:

1) The primary need of the Bakhtiari is medical care. They need doctors. There are only three doctors for every 250,000 people. There is none in Oregon or any nearby village. "If our wife or children get sick," he said, "all we can do is pray. If God wills it, they live."

2) The Bakhtiari have no hospitals, no way to care for sick people.

3) The Bakhtiari have practically no schools. The children grow up, unable to read or write. Thus they are in no position to help themselves.

4) The Bakhtiari have very poor roads. It is difficult for them to get their crops to market.

5) The Bakhtiari need to be taught farming. They do not know how to drill wells and irrigate, how to plow, how to use fertilizer and sprays, how to farm with machinery.

6) The Bakhtiari want to be rid of the oppressions of army rule. Soldiers are quartered among them and live off them, exacting tribute and fines for imaginary misdeeds.

This in a nutshell was the two-hour talk. It was illustrated by examples and episodes; and others occasionally broke in to add their bit. There was complete silence and concentration as the woes of the Bakhtiari poured forth from this eloquent speaker. He ended by saying, "Ask America if she will help us get doctors and schools; ask America if she will help teach us how to farm."

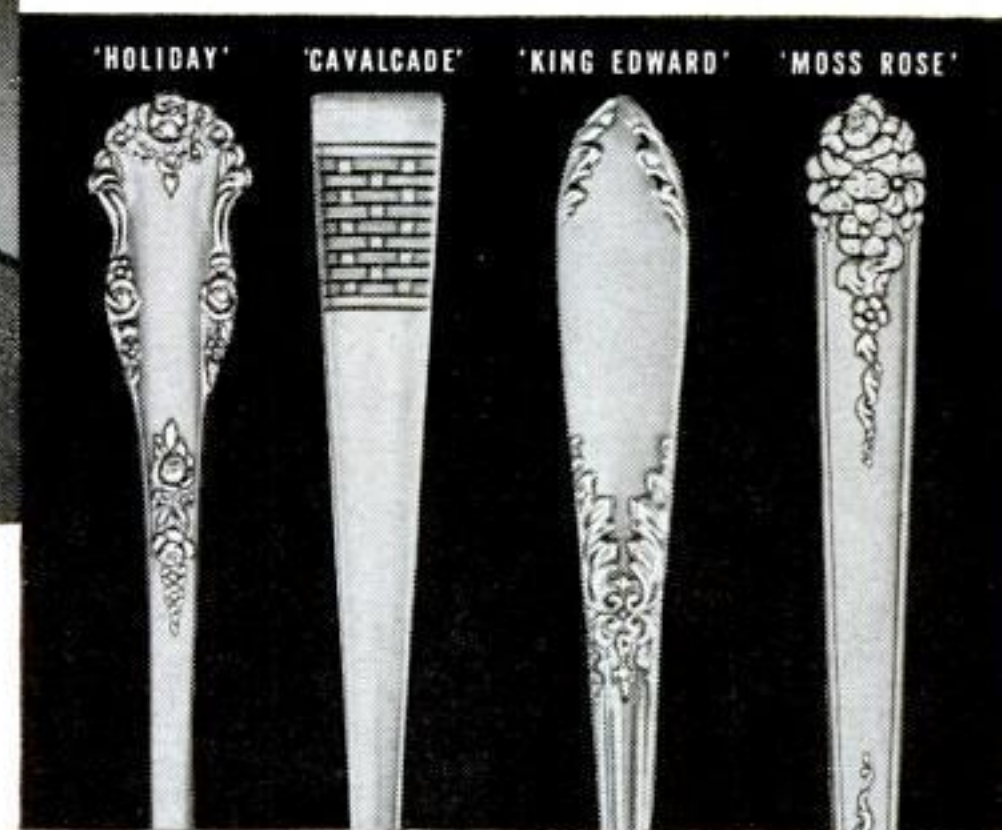


PLEA FOR HELP from the U.S. is made to Justice Douglas (center, with back to camera) by elders of Oregon, a mountain village of the Bakhtiari tribe.

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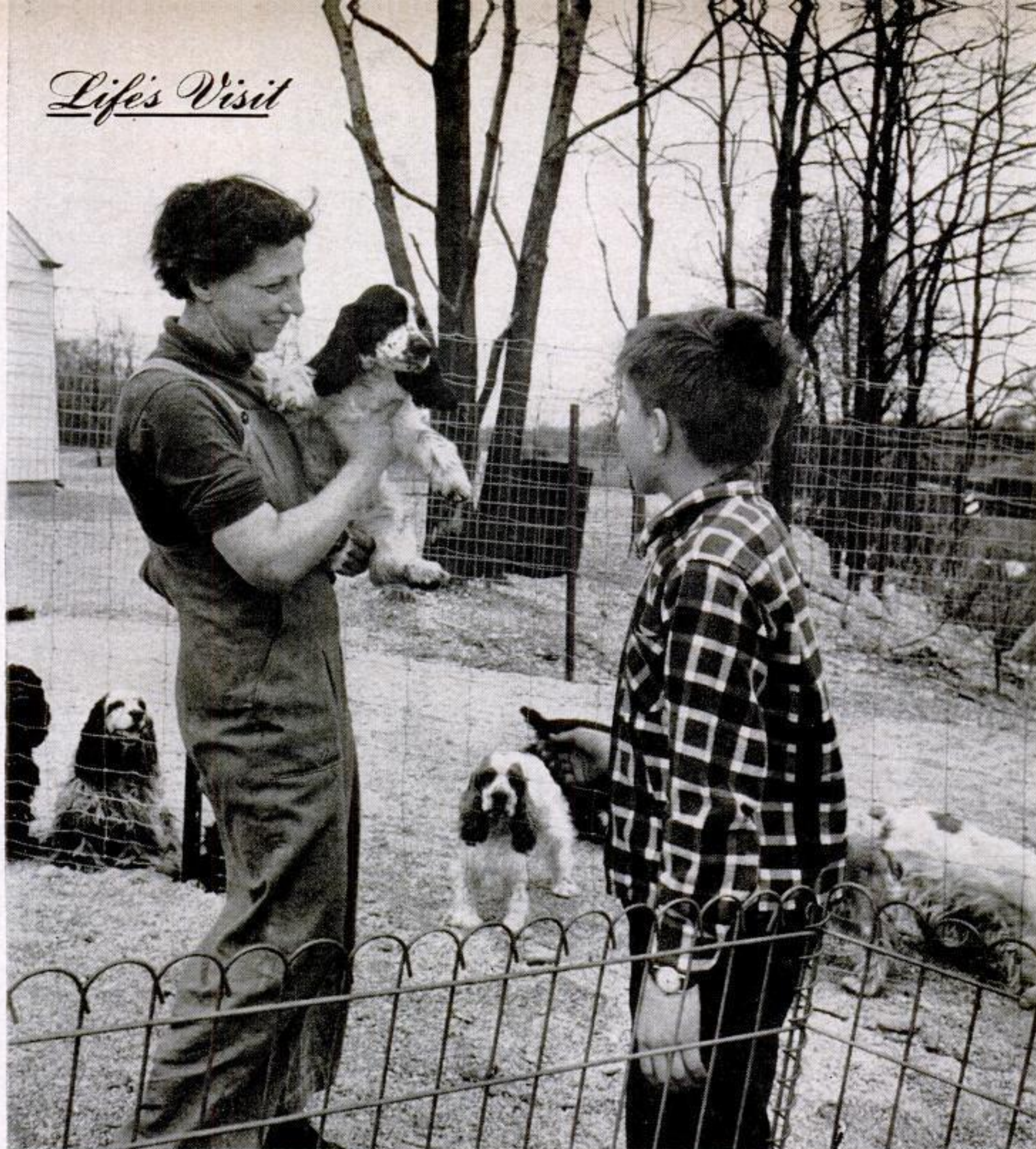


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AT THE KENNEL BRUCE, A YOUNG COCKER, IS GIVEN TO HIS NEW OWNER, BOB STUART

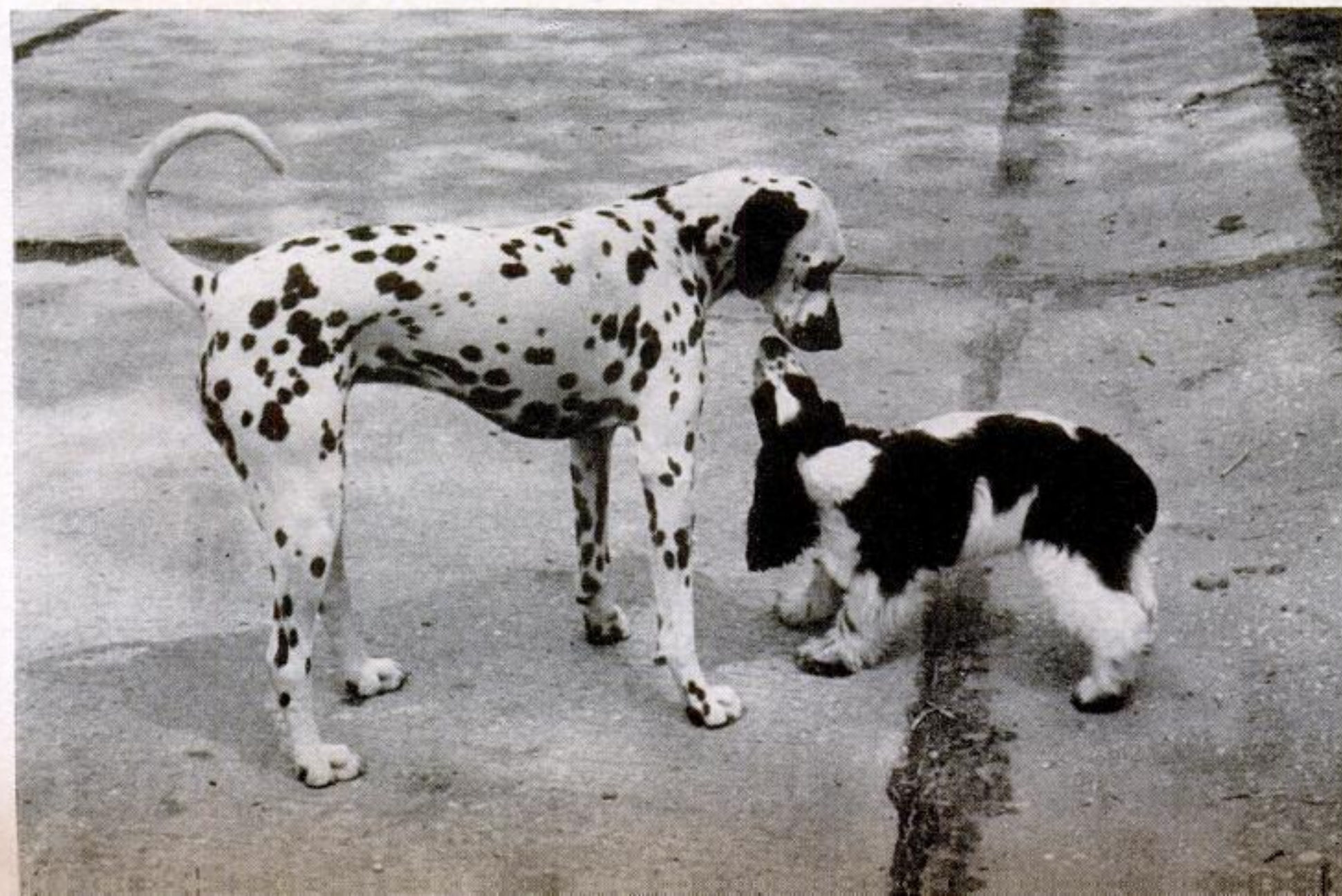
A Boy and His New Puppy

FIRST DAY TOGETHER IS AN ORDEAL FOR BOTH

For the first four months after he was born, the black-and-white cocker spaniel shown on these pages led a very simple life. In the small world of his Long Island kennel he had to deal only with food and other spaniels. But last month he was picked out and purchased by a 12-year-old boy named Bob Stuart, and life suddenly became very complicated. Within five minutes he was given a name, Spunk. Before he could get used to it he was renamed Bruce. He suddenly had a new home in Manhasset, Long Island, a new collar and a leash (*above, right*). He got in

trouble right away because no one had warned him about the inviolability of rugs. Almost as perplexing as the new rules were the strange denizens of the neighborhood, and Bruce spent a cautious afternoon getting acquainted with everybody. By bedtime he was a confused and exhausted puppy, and even his bed seemed all wrong (*p. 140*). But he liked Bob Stuart, the rest of the family seemed friendly and the food was good. When Bob took him up to share his own bed, it looked as if Bruce had made good in the complex circumstance of being a boy's first dog.

WITH GREAT SHOW OF HUMILITY BRUCE MEETS TOWERING BUT FRIENDLY DALMATIAN



FIRST COLLAR must fit, so Bob takes the measurements. Bruce holds still but is not enthusiastic.

PROTECTED BY TREE, BRUCE PEERS OUT





FIRST MISTAKE occurs soon after arrival, and Bob gives Bruce a stern lecture before he takes him

outdoors. Bruce was so impressed by these early lectures that he is now almost completely housebroken.



FIRST LEASH is unsuccessful. Learning to heel is strain on both the boy and the dog, is soon forgotten.

AT STUARTS' MENACING CAT SKEETS. SKEETS WAS SO DISGUSTED WITH THE NEW PUPPY THAT HE SKIPPED A MEAL TO AVOID HIM



CONTINUED ON NEXT PAGE

**around the corner...
or coast to coast!**



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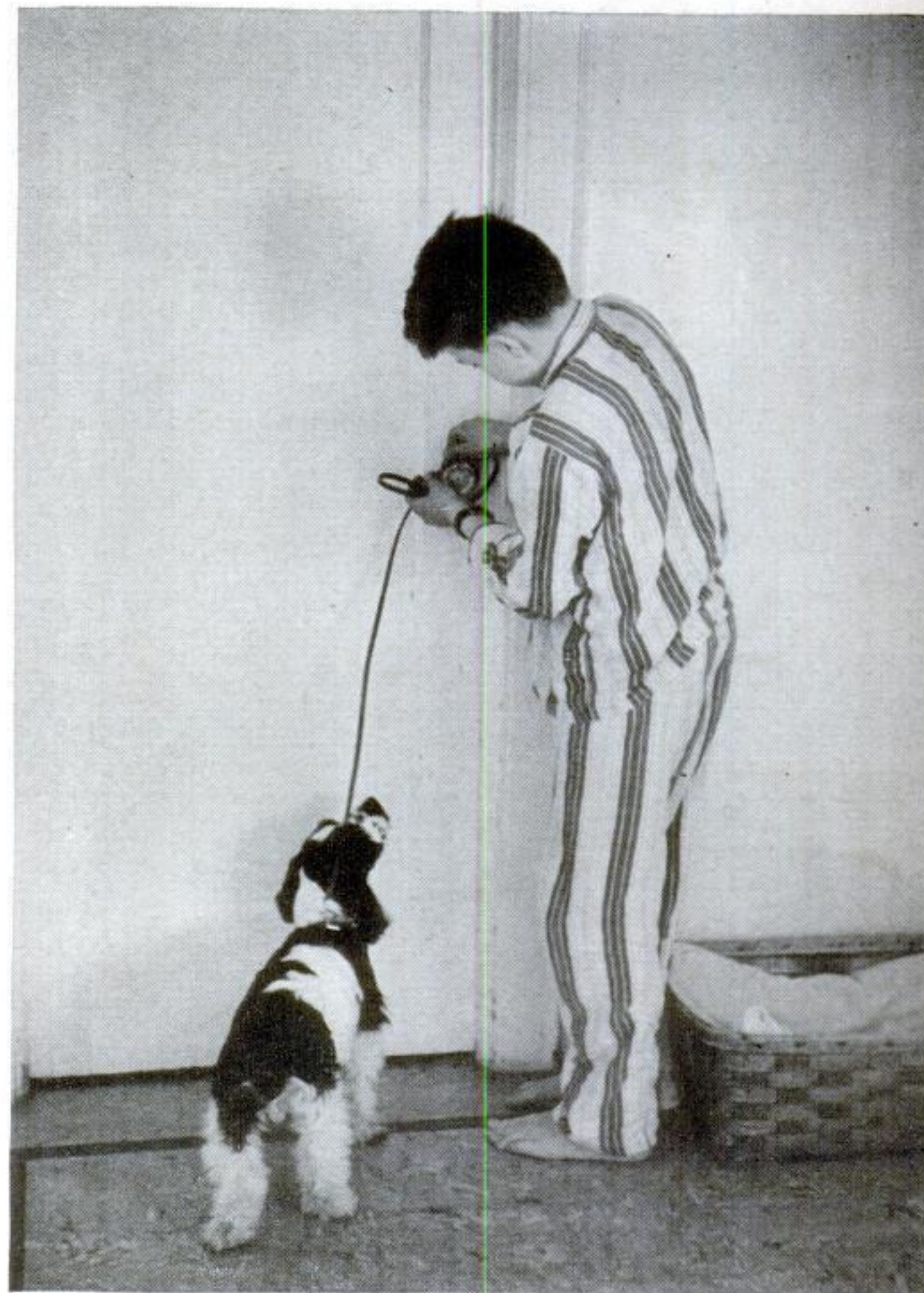
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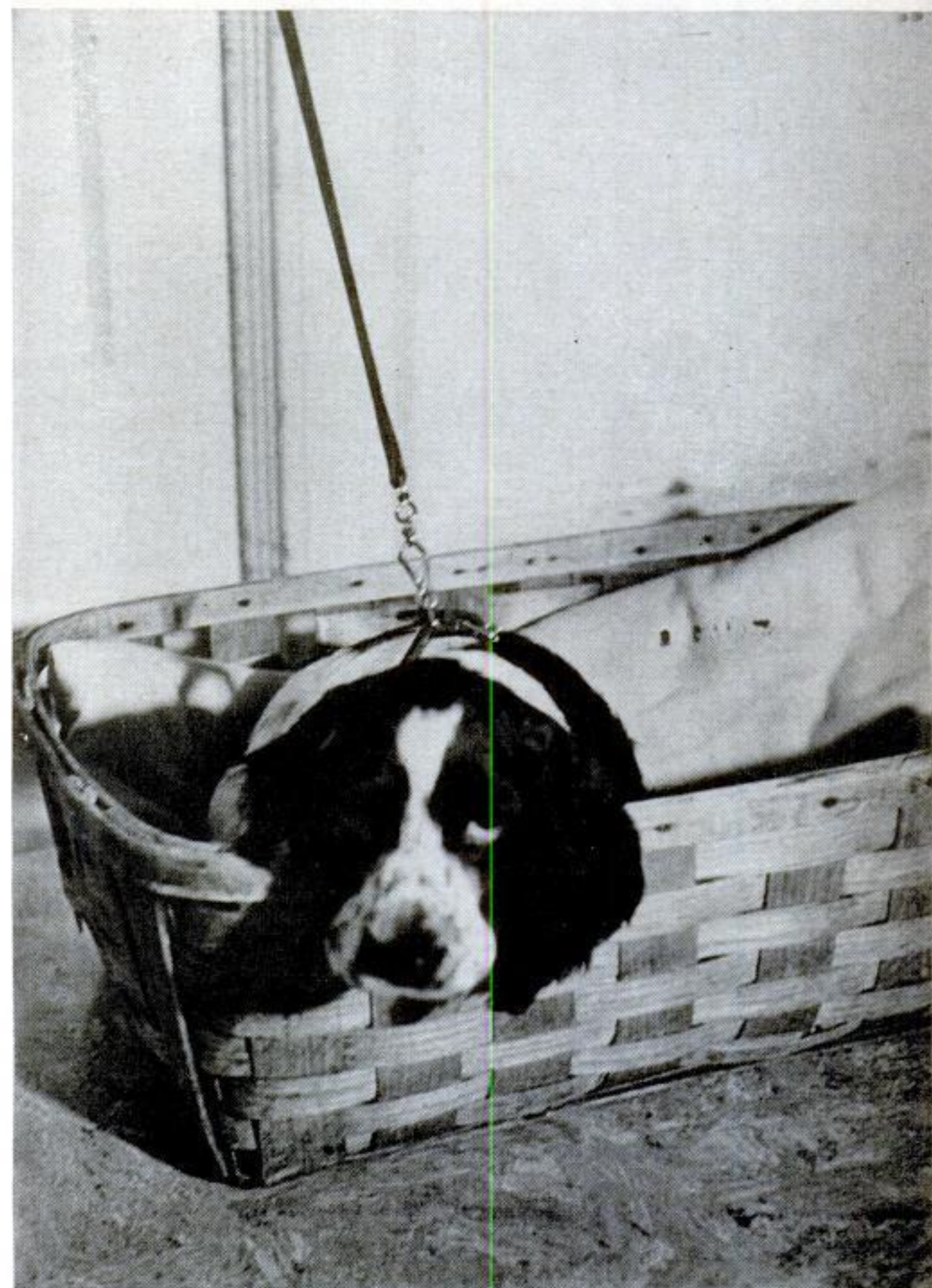
For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

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Oil City, Pennsylvania

New Puppy CONTINUED



READY FOR BED, Bob ties Bruce up in kitchen. The theory is that tired little puppy will quickly fall asleep in the basket (right), disturbing no one.



MELANCHOLY PUPPY whines the minute he is left by himself. Bob came downstairs to say everything was all right, but Bruce refused to be comforted.

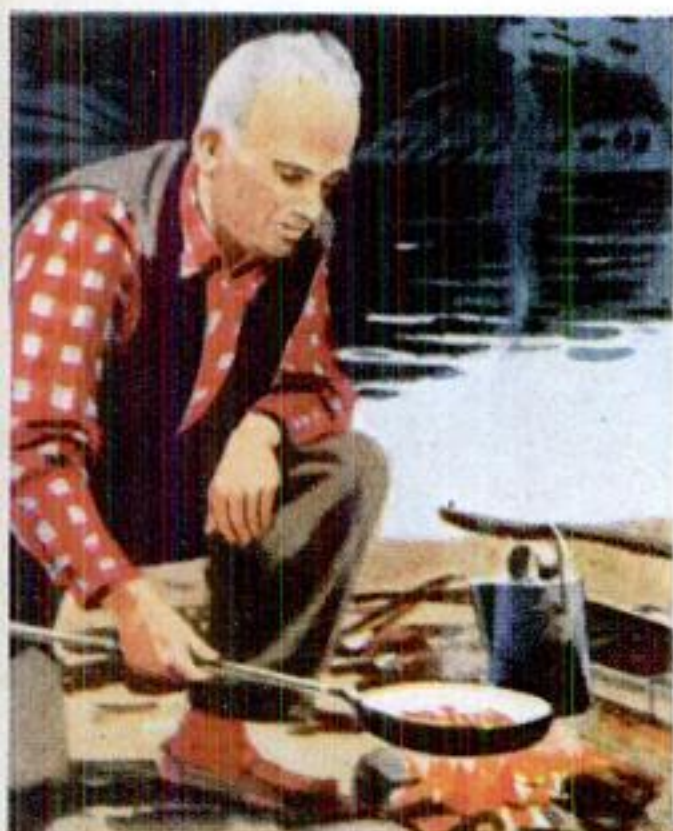
CONTINUED ON PAGE 143

TAKE ALONG S.O.S

says **CHARLEY MILLER**
America's top outdoor cook

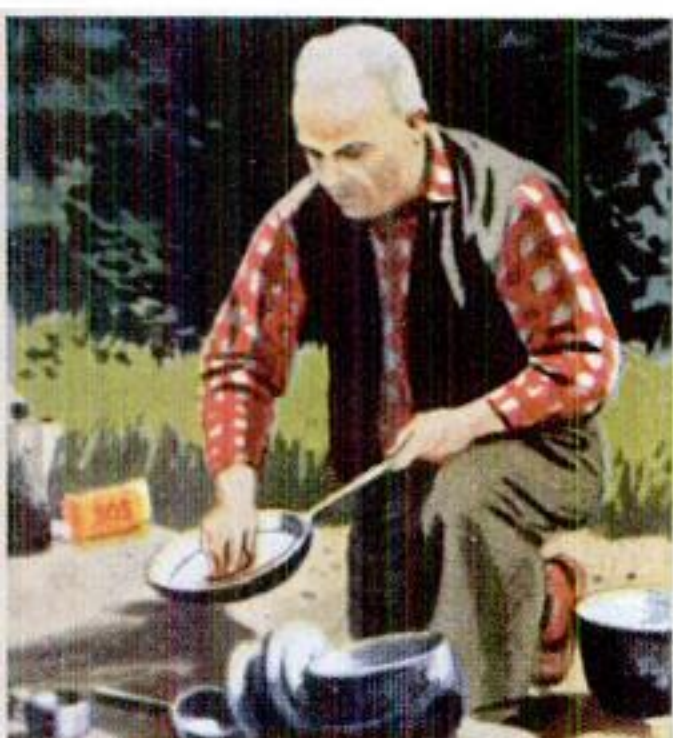
(The title: "America's greatest outdoor cook" belongs to Charley Miller, Maine Guide. Charley came out of the woods to write this column.)

"I can cook steaks, chicken or fish, as well as biscuits and johnny-cake, out-of-doors as well as most housewives cook 'em in high-priced ovens.



"But in twenty years, guiding hundreds of hunters and fishermen (including many notables of screen, stage, radio and sports), I always thought my hardest job was cleaning pots and pans.

"Until I heard of S. O. S., I used sand, mud, scalding water, soap powders and lots of elbow action. In the woods, soot bakes hard and grease sticks like glue. I hate to think of the hours I lost cleaning pots and pans until I started

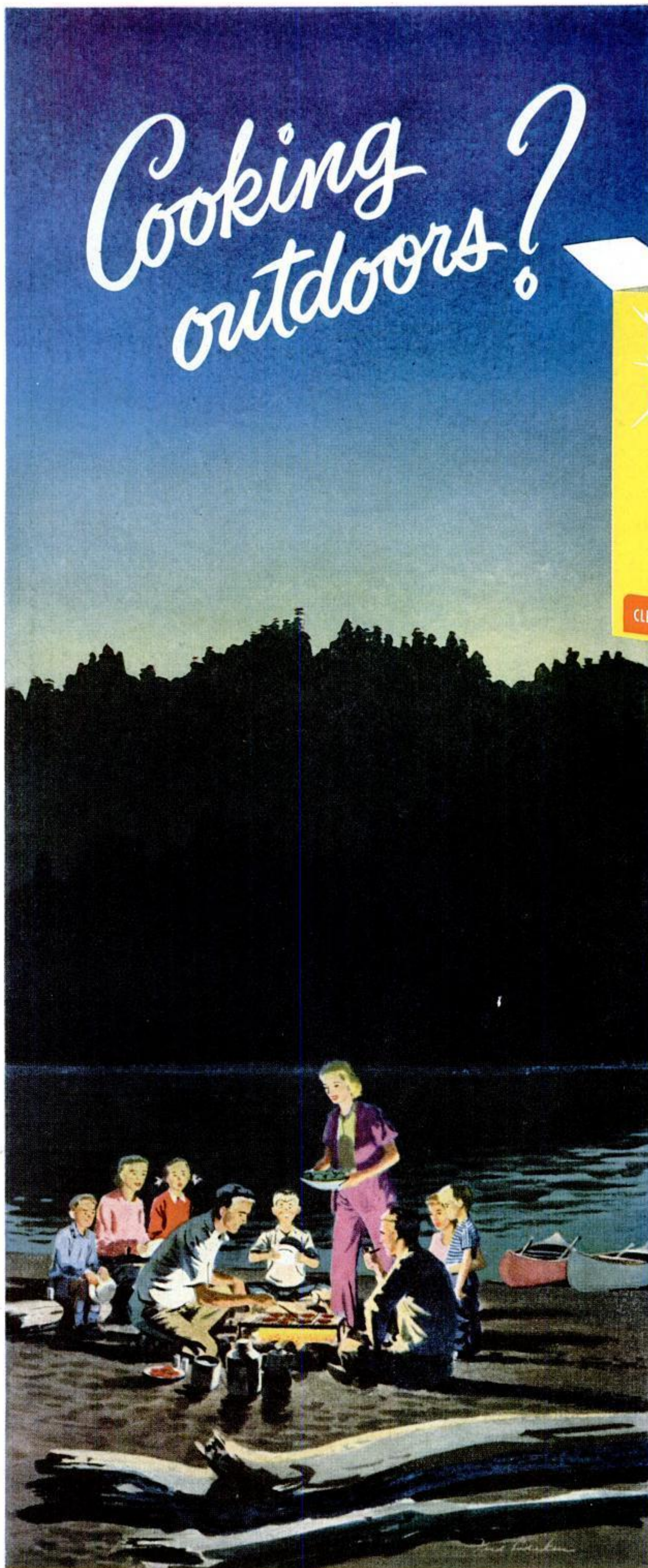


using S. O. S. Now, S. O. S. magic scouring pads travel with me wherever I cook. They lick soot, grease and they polish and shine.

"Hope to see you some day in the Maine woods. I can promise you some good outdoor meals because all my pots and pans are cleaned with S. O. S."

Charley Miller

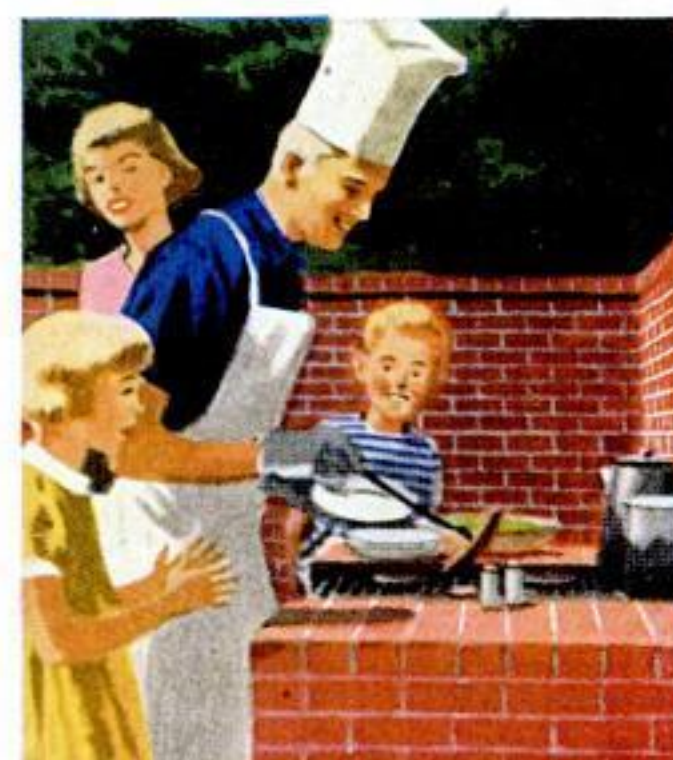
MAINE GUIDE



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Magic combination of sturdy fibres and soap — S. O. S. cleans off burned-on grease, it scours, polishes — all at once. Use it to clean all your pots and pans.

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Why is "Bride's Bowl" a perfect wedding punch?

"Bride's Bowl" is beautiful, festive and absolutely delicious—because it's made with the silken-smooth, light-bodied Rums of Puerto Rico. It's traditionally one of the finest and most fashionable of all wedding punches, yet it's less expensive than most. (That's something Father will appreciate.) Also, it's easy to make. For each 20 people you serve, here's the recipe:

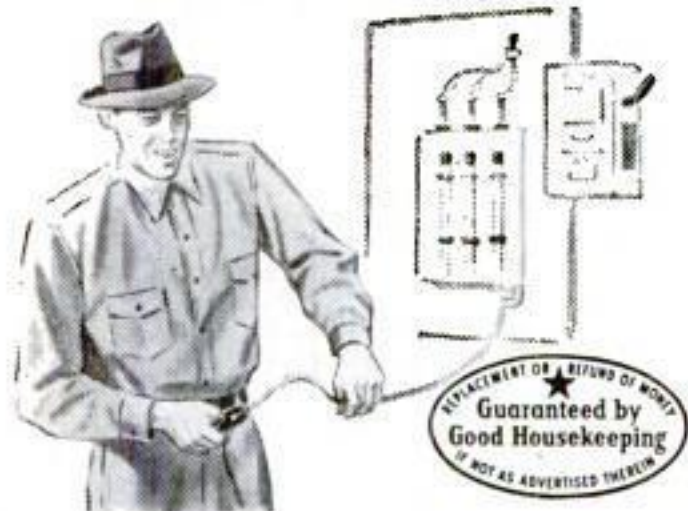
Slice ½ pineapple, place in large pitcher with 1 cup sugar syrup, 1 cup lemon juice, 2 cups pineapple juice and 1½ bottles (fifths) of gold Puerto Rican Rum. Chill in refrigerator

at least 2 hours. To serve, pour over block of ice in punch bowl, add 2 quarts of sparkling water and a pint of sliced strawberries.

P. S. If you'd like recipes for some delightful hors d'oeuvres and canapés, and for other punches made with Puerto Rican Rum—the world's finest—ask your caterer or bridal consultant, or write to Puerto Rico Rum Institute, 500 Fifth Avenue, New York 18, N. Y.

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BRUCE TRIUMPHS when Bob, who could not bear to listen to the puppy's wails, carries him upstairs to spend first night at home in his new master's bed.

**USE
4 YEAR OLD
RONRICO**

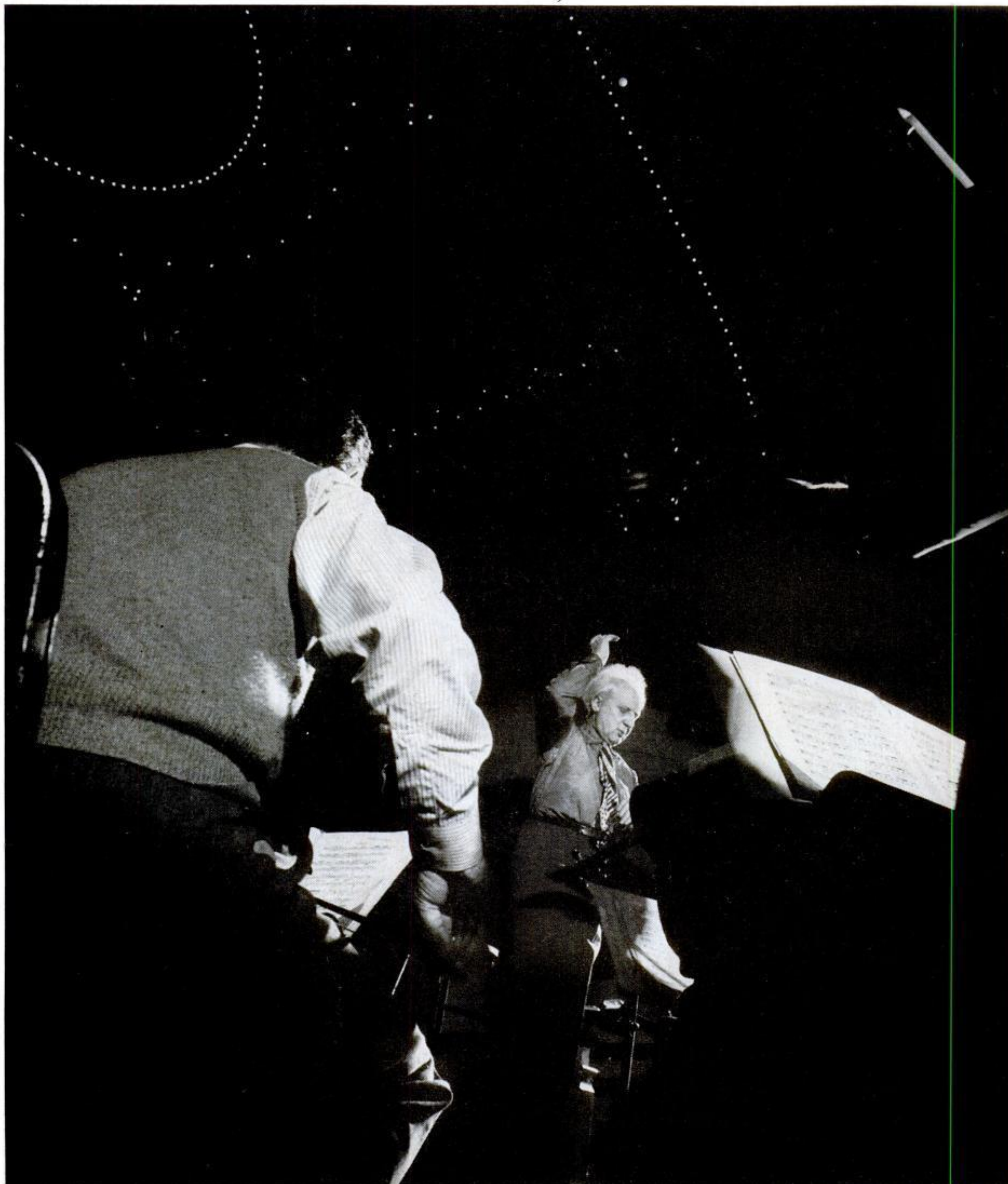
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from LIFE, January 27, 1947, by Gjon Mili

WHAT'S IN A PICTURE . . .

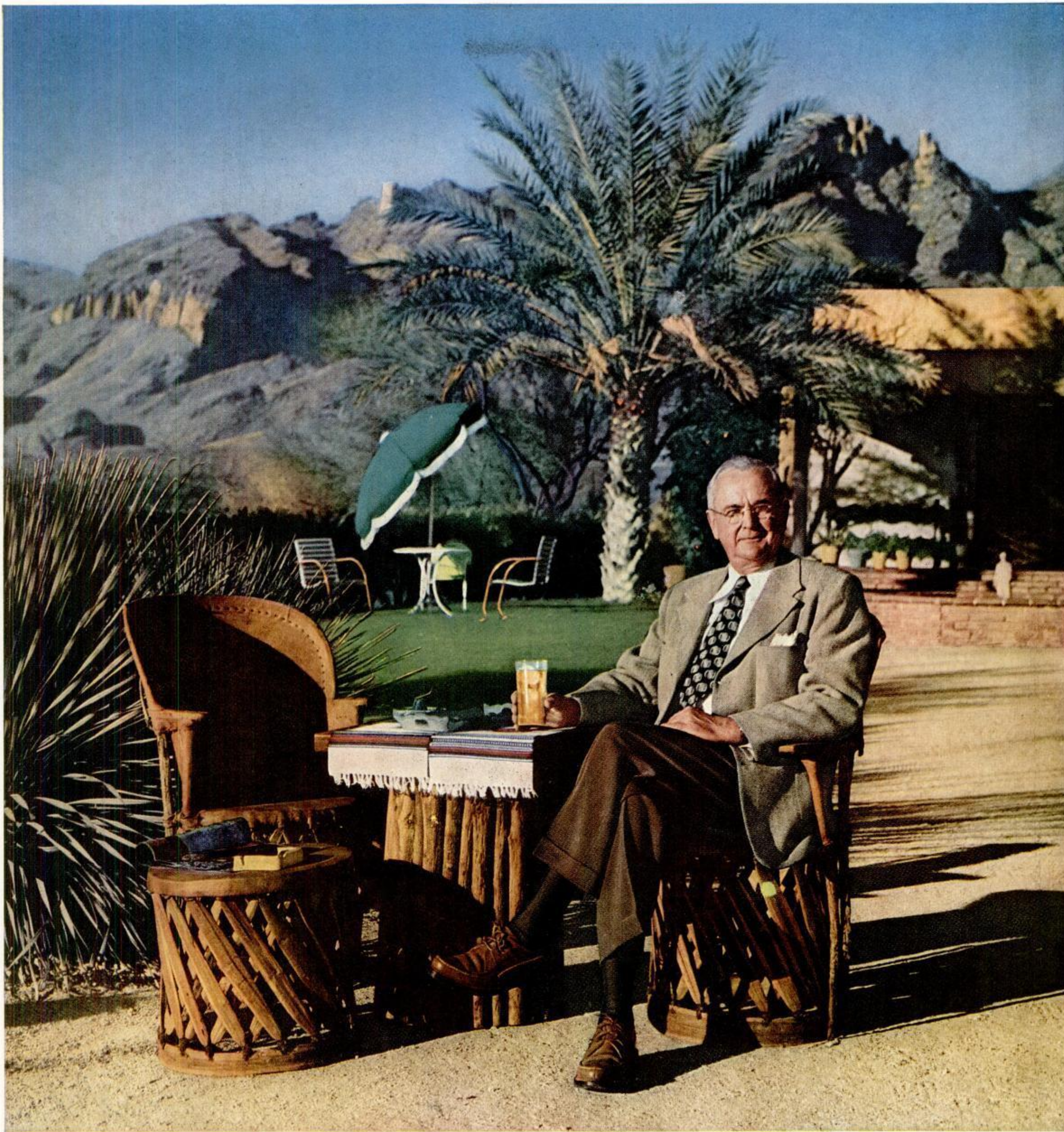
You are in Leopold Stokowski's orchestra, seeing his face as his musicians see it while he conducts. Here you sit with the 'cellos, surrounded by the strings and woodwinds, and feel what it is like to rehearse with a great symphony orchestra.

This picture displays a rare magic of the camera.

Instead of a mass of literal detail, there are only the few *right* details which suggest all the others. A curve of lights tells you that you are in a great hall. The open score, the curve of a bow-arm, a music desk, the conductor's expressive hand . . . from these frugal parts one sees the whole.

. . . to see life . . . to see the world . . . to eyewitness great events

LIFE



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MR. THOMAS B. FREEMAN—distinguished business executive—worked for his education as a farm hand and clerk. Later he opened a variety store, which he expanded into a chain. Mr. Freeman then joined Butler Bros.—largest general merchandising wholesaler in America—where he developed voluntary chains of home-owned and company-owned stores. By 1939 Mr. Freeman had become company president and later he was made president of the Chicago Assn. of Commerce. Recently Mr. Freeman has developed one of the largest real estate properties in Tucson, Arizona, where this photograph was taken.

Be Happy-Go Lucky!

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But we're not mad a bit.
The sign is cute, and true, to boot:
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LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE!

Fine tobacco—and only fine tobacco—can give you a better-tasting cigarette. And L.S./M.F.T. —Lucky Strike means fine tobacco. So, for the best-tasting cigarette you ever smoked, Be Happy—Go Lucky! Get a carton today.

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Now here's a sign I like real fine;
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For U.S. Bonds, like Lucky Strike,
Deserve your confidence!

**A LUCKY STRIKE
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